

MEDICAL ECONOMICS

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MAGAZINE
of the** ~ ~
**MEDICAL
PROFESSION**

MAY 1931

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MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

MAY, 1931

• VOL. 8, No. 8

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ACUTE lymphadenitis in children is a frequent, and sometimes dangerous, condition, which, however, can often be satisfactorily treated with the avoidance of operative measures. ▲ In addition to passive hyperaemia and iodine, the continuous application of moist heat, without the occurrence of alternating periods of heat and cold, is an essential measure. ▲ Antiphlogistine offers one of the best methods for applying continuous moist heat. Spread in a hot, thick layer over the affected area, this treatment will often result in reduction of the lymphadenitis in a short period of time.

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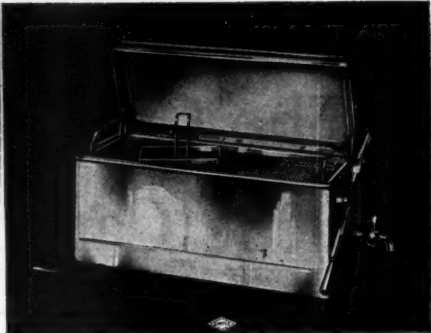
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The Sterilizer That Runs Itself!

CASTLE "Full-Automatic" Control, like an unseen eye, stands guard over your sterilizer, regulating its temperature to *the one safe level of heat* without attention from you. It runs itself—thinks and acts for you!

Whether you buy a single instrument sterilizer as shown above or invest in a complete sterilizer outfit with autoclave, "Full-Automatic" Heat Control, the outstanding Castle feature, protects your instruments, your patients, and your practice during every second of sterilizing service!

A Castle Sterilizer gives safe and complete sterilization at minimum cost, with minimum effort.

Your dealer can show you these ultra-modern sterilizers in all models.

No Three-Heat Switch
to Manipulate



Write for catalog
showing various
models.

CASTLE

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Rochester
New York

The Cat *and* the Cat-mint

LIKE them or not, you must admit that cats are bright in the ways of self-preservation. They have nine lives. And they land on their feet no matter from what height you drop them. Not quite true, but the idea is there.

Further about cats. In the olden days, when we used to have old maids, these old maids used to like cats. They also liked parrots. From which the deduction can be made that cats and parrots are good, quiet, peaceful company.

More about cats. If there should be any *Nepeta cataria* in the neighborhood, the cats will find their cat-mint. This leads to the point of the story. The genus *Homo* is not famed for his ability to take care of himself. He needs a lot of guidance along the path to mental and physical health. In the daily battle against disease germs, for instance, he is continually letting himself get licked.

Whenever germicidal action is required upon the skin or accessible membranes of the human body, you can always depend on

Zonite. In Zonite you have a stabilized, mildly alkaline solution of sodium hypochlorite. It is rich in chlorine content and is actively bactericidal. It is non-hemolytic, non-coagulating and active even in the presence of organic matter.

Zonite is electrolytically prepared to insure stability and does not lose its chlorine strength. It is economical and always ready to use, requiring no preparation. Moreover, it is valuable over a broad field and is readily adaptable to a variety of techniques, meeting effectively every indication for its use.

Zonite fills every need that modern medicine imposes on an antiseptic, and the modern physician employs it with the confidence that it will not devitalize tissue or cause accidental poisoning. May we send you a bottle of Zonite and literature covering many of its uses? Both are free. Please write for them. Zonite Products Corporation, Chrysler Building, New York, N. Y.

For VARICOSE VEINS —the ACE

Ace Bandages,
elastic without rub-
ber, are used for
varicose veins with
or without the in-
jection treatment.



*Genuine When Marked B-D
Sold Through Dealers*

B-D PRODUCTS
Made for the Profession

Makers of

*Genuine Luer Syringes, Erusto
and Yale Quality Needles,*

*B-D Thermometers, Ace Band-
ages, Asepto Syringes,*

*Armored B-D Manometers,
Spinal Manometers
and Professional Leather Goods*

M.E.-5

BECTON, DICKINSON & CO., Rutherford, N. J.

Gentlemen: Kindly send me information on
Ace for Varicose Veins.

Name _____

Address _____

Dealer's Name _____

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

Speaking Frankly

40 Shapes

TO THE EDITOR:
I am fully in accord with everything Dr. De-Long said in his article in March MEDICAL ECONOMICS "40 Shapes and Sizes."

My desk is one of the thousands that is cluttered up with valuable literature of various kinds, which gradually is to find its way to the waste-basket.

Much of this advertising literature is much too valuable to throw away, and yet—how is it possible to keep track of all these booklets and pamphlets and circulars of various sizes and shapes.

Many times have I wanted to make use of something that I had remembered seeing in some form of advertising. But that odd-sized pamphlet had been thrown out!

Thousands of physicians have the same experience almost daily. What a loss in printing material as well as in prospects!

I sincerely hope that Dr. De-Long has started something that will be worked out by the advertisers.

F. E. Bollaert, M.D.

Too high

TO THE EDITOR:
Your chart showing income averages is very discouraging to me if true. Personally I don't believe it true by far. I feel quite sure for some reason that I cannot explain your averages are far above the actual average.

I personally believe there were a great number of physicians who go to make up the average who did not report because of the low gross of their income, and I believe therein lies the reason for

your extremely high figures.

I enjoy MEDICAL ECONOMICS and appreciate having it.

S. C. S.

Salesman

TO THE EDITOR:
That article by Dr. Fassett Edwards in March MEDICAL ECONOMICS is undoubtedly the best thing I have read in a long while.

Let's endeavor to educate the salesman if possible. The good old detail men from pharmaceutical firms are always welcome here; they often give us a valuable bit of advice. The other people, who only take our time, let's get rid of.

Tell Edwards to come again!
J. Ward McKee, M.D.

Thorn

TO THE EDITOR:
I would like to enter protest, through your valuable periodical, to the practice lately adopted by pharmaceutical houses of sending samples and descriptive literature to the physician's home—instead of to his office.

This is done with the idea in mind that we will give it more attention if we have this literature for perusal in the quietude of our home, instead of in the busy atmosphere of the office.

I can assure you that all advertising of a medical nature received at my home is unopened.

If the pharmaceutical houses must adopt this practice to bring their products to our attention, the products certainly cannot be of commendable worth.

To those of us who try to divorce home atmosphere from office atmosphere, it is a thorn in the side to be greeted by a stack of "franked" mail, as we return home from the same condition at the office, where it is naturally expected and examined.

E. H. Blair, M.D.

Wrong!

TO THE EDITOR:
MEDICAL ECO-

NOMICS' income survey is far off on its figures. The average practitioner in New York is not earning more than \$3000 to \$4000 a year, and there are many who are glad to make \$200 per month.

In my nine years of New York practice I have not averaged \$6000 per year, and I have practiced 16 years before coming here, and never did make more than that.

Your figures give a terribly wrong impression. No wonder people believe doctors are rich. I wish you would get a little deeper into the subject and get to the truth.

According to your figures I am a terrible failure. Twenty-five years in practice, and always a progressive man, always keeping up to the minute, with hospital connections and society memberships. Am I such a back number as to be so far behind the average in income.

I am sure you are wrong.

I. H. L.

Advice

TO THE EDITOR:

The last paragraph of A. R.'s letter in March MEDICAL ECONOMICS, cites the big problem before the medical profession of this country at the present time; and the end is not here. The early history of medicine taught among the things of its art, that the physician must live alone for the benefit of his profession, which may have been a fine idea in the sixteenth century, but if we physicians of today are to be guided by some of the examples set for use by the largest and most successful medical centers in this country, we shall have to give up that idea at once.

My advice to A. R. is to put a maid or two in her home, and then go into her husband's office and act as his business manager. Buy the supplies, pay all bills, make all charges (on a basis of

knowledge acquired in your territory) collect your dues and buy 4% securities. Then when your husband's optimism of youth is invaded by the demands and restrictions of age you will be able to take care of him. W. I. G.

Wallflower

TO THE EDITOR:

Many of the medical profession who are not hidebound see things exactly as Dr. Jacob S. Rosenthal sees them in his article "Hospital Frankenstein" in March MEDICAL ECONOMICS.

I heard an anecdote recently about a woman who went to her family physician and frankly demanded an operation. The doctor examined her carefully and could find no cause for surgery, but his patient insisted.

Finally he inquired the reason, and she innocently replied: "Why, doctor, I was at a sewing party yesterday and everyone there but me had had some kind of an operation, and all I could do was just sit there like a wallflower and listen!"

Today it is not whether the hospital is absolutely necessary; it is whether Mrs. Brown or Mrs. Jones has been there. People are afraid their confinements would not be noticed sufficiently if they did not take place in a hospital.

I grant that there are many patients who are in imperative need of hospital care, but there are also many who would still be alive if they had never been taken to a hospital. N. J. H.

Wives

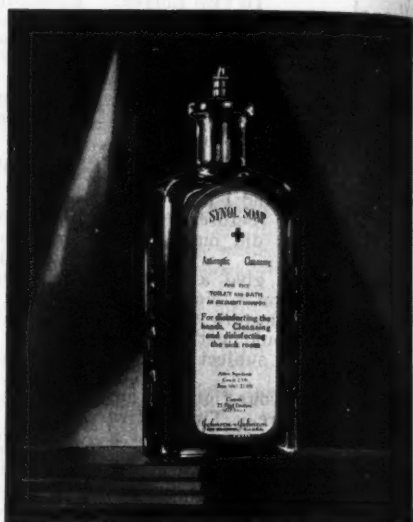
TO THE EDITOR:

May I reply to A. R., who speaks frankly in the March issue?

Everyone having any acquaintance among physicians realizes that there are many like her husband, who are splendid men, and excellent physicians, but who just cannot seem to get down to the very necessary, every-day detail of keeping books, rendering bills, and collecting. [TURN TO PAGE 79]

SYNOL

The
Professional
Soap



SYNOL is distinctive of the Professional Office—
Supersedes the wasteful, untidy cake—In the professional J & J bottle Synol appeals for every office need—*Yours*, because it is so pure and mild that constant scrubbing will not injure the skin—Your nurse's because it is so clean externally—no unpleasant “soap melt”—and so easy to use—Your patient's, because of its pleasantly clean and professional Cresol odor—

and

It is more economical to use!

Johnson & Johnson
NEW BRUNSWICK, N. J., U.S.A.

MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

State Medicine

WHY I PROPOSED IT

By G. W. HAIGH, M. D.

Formerly Lieutenant, U. S. Navy Med. Corps

HAVING already passed the period of greatest growth, this country is assuming the more settled state of the older nations. Like them it is naturally coming to be more socialized. The government itself is taking on more functions and tolerating more monopolies not only in utilities but even in business. Control is superseding competition, which is gradually being eliminated because of waste and friction.

These trends inherent in the onward progress of civilization are accountable for the growing socialization of medicine. Nearly fifteen years ago at a national conference upon health and sickness insurance the delegates of the different interested agencies were almost unanimously agreed that there was urgently needed a form of health insurance like the Panel System of Great Britain, which, however, had not then

Dr. Haigh is the originator of the bill known as Massachusetts House 288: "An Act to create a Department of Public Medicine and Health . . . for the purpose of furnishing a free and complete medical service . . . patterned upon the Bureau of Medicine and Surgery of the United States Navy." His home and office are in Worcester, Mass.

been thoroughly tested and since proved inadequate. Today, there is still no *civilian* form of state medicine available as a model with any promise of improving even the present chaotic condition of medical economics.

Though competition in public utilities and in many professions and industries steadily wanes, in medicine it waxes rankly. Specialists who have sprung up like mushrooms in response to the public demand override the general practitioners as they skim the cream off the medical pitcher. The general dissatisfaction with regular physicians has fostered cults to the number of the proverbial fifty-seven varieties.

The continued multiplication and extension of public health clinics and services as well as

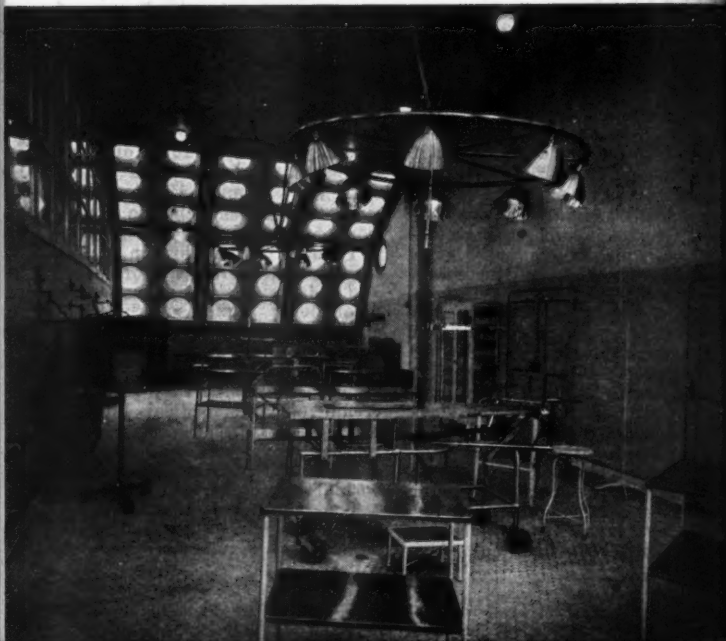
charitable hospitals and industrial clinics, tending to disrupt private practice, are offering formidable competition to the individual doctor. He will soon discover that the cost of his education and training was an excessive ante in a game in which the cards were stacked against him. He takes the full risks of the business man without the opportunities for achieving the full profits.

Since business and a profession in general do not mix, doctors have probably been no more inept in their financial affairs than those of the other learned professions. But modern medicine as it approaches a science grows more momentous and exacting. In fact in its rapid expansion it invades the realms of sociology, industry, penology, and theology. It calls for study and thought. It demands honesty and truth. It cannot be subjugated to selfish

motives without grave injustice and serious hazard to mankind. It can flourish only when physicians and laymen ignore the economic factors respectively of charges and prices.

Medicine itself, however, as Edwin L. Filene, the Boston Merchant has declared, is in great need of adopting business methods. This is tantamount to the reiteration of Dr. Ray L. Wilbur, Secretary of the Interior, that organization is essential for the proper distribution of the facilities of modern medicine.

This is the requirement of the economic principle of the division of labor, upon which our civilization rests and medical science depends, and to which the most renowned clinics are indebted. This fact, that team work is the *sine qua non* of modern medicine, was stressed by Dr. Richard Cabot of Harvard University more than fifteen years ago. He



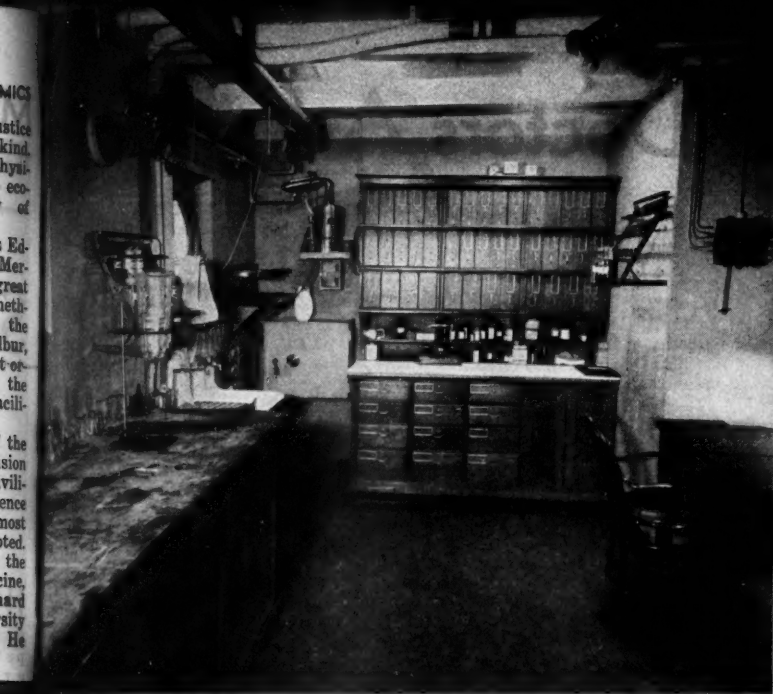
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The dispensary and operating room of the U. S. S. Relief.

confessed quite paradoxically to be able to render better service to his ward patients as a member of the hospital staff than to his private patients as the sole attendant. So an organized service is destined largely to displace competitive individualism.

The only suitable pattern for such a system of medicine manned and managed solely by doctors without the interposition or the interference of laymen is a Bureau of Medicine and Surgery of the Navy or the corresponding medical corps of the Army.

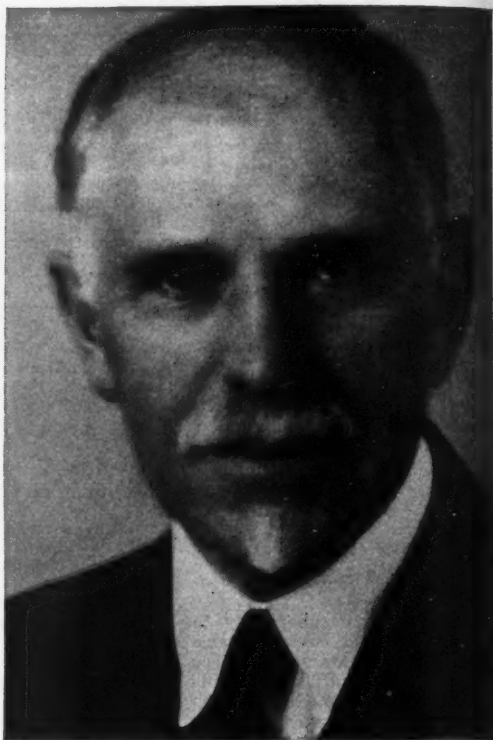
These services have evolved from the original employment of contract surgeons. They have attained so high a standard that their officers qualify more readily for fellowship in civilian medical societies than civilians themselves. Relieved of financial con-

siderations and distractions their members are more prone to recognize the healing power of nature and their own limitations.

They have a vested interest in health. They are encouraged to put prevention before cure and are never discouraged from doing otherwise. Since our inquisitorial congressmen have already voted for themselves the privileges of these medical services, they must be acknowledged as superior to competitive civilian doctors and hospitals in general! As soon as the people themselves become aware of the virtues of these organizations, they will proceed to establish analogous state-wide public medical systems.

Such a rational form of completely organized state medicine would actually prove to be more advantageous than competitive practice to the majority of doctors. What more does any loyal member of a learned profession ask of society [TURN TO PAGE 119]

Doctors Advertise?



Earnest Elmo Calkins has been an advertising man since 1888. He is one of the most beloved and respected members of the advertising profession. Millions of Americans are acquainted with him through his magazine articles.

Recently he was asked to predict what advertising will be like thirty years hence. He said: "More attractive, less assertive, more altruistic. But the great change will be the new uses to which it will be put, educating the entire world in industrial and social relations."

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? Why Not?

By EARNEST ELMO CALKINS

THE question, "Can doctors advertise?," recurs so frequently in this iconoclastic age that it must be on its way to being answered. More often it is asked, "What form should a doctor's advertising take?" than the earlier and more dubious "Can a doctor advertise ethically?" Even doctors believe there must be a way, and one at least has had the courage to say so emphatically. According to the Atlanta Journal, Dr. T. C. Davison, President of the Fulton County (Ga.) Medical Association, spoke out loud at one of its recent meetings as follows:

"We, the medical profession, who have the health, happiness and lives of 123,000,000 people of the United States in our keeping, are still using the old-fashioned, single-barrel, muzzle-loading shotgun idea of hiding behind the so-called 'dignified profession'."

Many doctors think that who are not saying it yet. Among the signs of a more liberal attitude toward paid publicity are the seals sanctioned first by the American Medical Association, and now by the American Dental Association, which manufacturers are permitted to use under certain conditions to show that their products have official recognition. The value and meaning of these seals should be made known to the public.

One of the obstacles standing in the way and warping the vision of doctors is the kind of medical advertising we have had in the past. Hitherto the mere fact of advertising has stamped the advertiser as a quack. The

medical profession has drawn its cloak more tightly and thanked God it was not as that publican.

What do the doctors think of the Viennese and other European physicians who are busy testifying to the advantages of eating yeast? Here are doctors engaged in a form of publicity which even some advertising men think contrary not only to medical ethics, but equally to advertising ethics. But it is splendid publicity for the doctors—aside from the handsome fee which each probably received. How much better to come out squarely and independently on their own platform than to hitch their wagon to a commercial manufacturer's advertising star.

But every thinking doctor must have weighed the question often and anxiously, how can I make myself known, reach people who could and would use my services, and build up my practice. The approved methods are and always have been inadequate, inconclusive and frequently rewarding the least deserving with the greatest returns. Readers of Dickens will remember Bob Sawyer's artless devices—hiring boys to wake up the neighborhood by ringing his nightbell vigorously, or subsidizing them to call him out of church. More sedate and respectable methods include serving on the staffs of hospitals, making addresses before medical associations which may or may not be mentioned in the papers, joining organizations or cutting a figure in society, devices not much better, though more seemly than those of Dr. Bob Sawyer.

[TURN THE PAGE]

Meanwhile businesses and even some professions use advertising legitimately and with apparent profit. What is it that stands in the way of a doctor making public what his whole training has been a preparation for, besides the restrictions of medical associations and the code of ethics? If a man makes a good mousetrap he can say so. Why cannot he say he is a good doctor?

The problem is one of taste. The difference between professional advertising and commercial advertising is that one sells service and the other sells goods. It is easier to talk about an entity without being offensive than to talk about one's own skill and ability. It is easier to write a letter about a house for sale than to write one applying for a job. No matter how well prepared, how competent the doctor may be, how justified by the facts in recommending himself strongly, how is he going to do it? Even were there no long discreditable history of blatant and vulgar medical advertising, even though he were the first doctor who ever tried to express in words why people should employ him, how is he going to frame the simplest statement about himself that will not do more harm than good, that will not, even though sincere and true, carry a false impression because he is writing about what lies in his own head and not about an electric refrigerator or a vegetable shortening?

Even a manufacturer advertising his goods is in danger of erring in this matter of taste. Even he can be too strong, too boastful, too emphatic to be believed. Much advertising of such articles as motor cars, beauty products, cigarettes, is mere brag, insincere, over-emphatic and indiscriminating. Even the manufacturer whose product is the best of its kind cannot say so, at least in so many words, without setting up the inevitable reaction in the minds of judicious readers

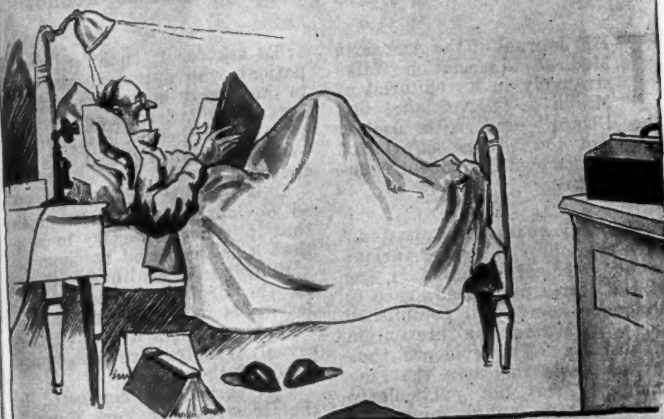
that he is merely bragging. To make such statements effective they must be approached indirectly. The advertisement must be so worded that the reader supplies the conclusion that the product is the best. The writing of advertising is progressing slowly along these lines. More advertisers are beginning to realize that understatement is stronger than overstatement. It is unfortunately true that the American public is not particularly sensitive to the ethical defects of advertising, as the apparent success of some crudely and ruthlessly exploited products seems to indicate, but it is certainly true that the medical profession, when it does advertise, must at the very least avoid the grosser errors of commercial advertising.

The doctor occupies a delicate position in the community. His work is the most valuable to humanity of any other profession or trade. In the present state of public opinion I place it higher than that of clergyman or priest. We may doubt we have souls, but we know we have bodies. And not only is an individual's health his most precious possession, but public health is the most important public utility.

The first requisite for the profitable practice of medicine is an enlightened public opinion. I have just returned from a country where superstition and ignorance are the cause of frightful suffering and disease. In Egypt two out of every five children die in infancy. So serious is the situation that missionaries are devoting time and money to teaching the fellahin the simplest laws of sanitation before giving a thought to their immortal souls. In our country people are literate. They have learned a lot about sanitation, infection, contagion, immunization, some of which may be wrong or false, of course, but they are open-minded, easily reached and easily taught. The first [TURN TO PAGE 129]

It's an Odd Thing about Medicine

WHY IS IT THE NIGHTS WHEN YOU ARE WELL
RESTED NO CALLS COME IN?



—AND THE NIGHTS WHEN YOU NEED
SLEEP THIS HAPPENS!-----



Were these 10,000

By HAROLD S. STEVENS
Managing Editor, Medical Economics

THE Journal of the American Medical Association talks strangely in its editorial of March 7, "Advertising and the Doctor"—and with useless cynicism toward the efforts of some of its own component county societies.

"Several years have passed," says the editorial, "since various county medical societies in one of the states purchased space to announce some well established facts regarding the prevention of disease. The evidence thus far available indicates that the campaign was not particularly successful in enlightening the public or in bringing increased financial returns to the members of the societies that paid for the campaign. Not long ago several county medical organizations combined with some philanthropic organizations to promote a newspaper campaign for the advancement of the periodic health examination by the family physician, and incidentally by several pay clinics. As far as any information is available there is little evidence that this campaign resulted in any clearly defined saving of lives, any decreased morbidity or any increase in the emoluments of the medical profession."

This is an attitude which surely is uncalled for and unwise. Of course there is no evidence that these campaigns have changed statistics. Where would one expect to find such evidence?

To ask for it is to be like the patient who surveyed his waist in the mirror on the second morning of an exercise-and-diet regime prescribed by his physician—and exclaimed "Well, it's still there!"

It is possible for a thing to be so obviously good and humane that it is not necessary to prove that it is good and humane.

Educational health advertising by the organized medical profession is in that class. To ask, "What good has it done?" is to reveal a destructive and cynical habit of thought.

The campaigns conducted by the Greater New York Committee on Health Examinations, and other county societies, by the Metropolitan Life Insurance Company, the American Society for the Control of Cancer, the Gorgas Memorial, and by manufacturers such as Parke-Davis, and Squibb, are sincerely conceived and laboriously built projects for accomplishing good, and the good they have accomplished is in no wise lessened by the American Medical Association's editorial.

The editorial goes on to warn against promoters of medical advertising campaigns who, it is said, are conspiring with newspaper editors in some sections to induce county societies to advertise, under threat of refusing to publish medical news in the local newspaper.

I heartily agree with The Journal A.M.A. that this is a despicable procedure and an "idle threat" and that no newspaper "worthy of the name" can logically refuse

Doctors Wrong?



Medical Society of the County of New York
DeWitt Beaman, M. D., President
Medical Society of the County of Kings
Thomas M. Brennan, M. D., President
Bronx County Medical Society
Harry Aronow, M. D., President
Medical Society of the County of Queens
William J. Lavelle, M. D., President
Richmond County Medical Society
George Walcott, M. D., President

10,000 Doctors
in the Five Counties of Greater
New York Are Prepared
to offer the Public

Health Protection
by means of modern, scientific
Health Examinations

THE ten thousand practitioners represented by the Five County Medical Societies of Greater New York are personally promoting a campaign for improving public health such as has heretofore been conducted only by government or institutional bodies.

The purpose of the campaign is to awaken the public to the value of preventive measures in maintaining health, and the role of the physician as a guardian against, as well as a curer of, disease. Efforts will be concentrated during the month of November on teaching the importance of a periodic health examination as one of the chief means of warding off sickness or checking incipient diseases.

The Department of Health

is supporting the project, which is also enlisting the co-operation of public schools, welfare, community and social organizations; and public information organs such as the radio, the press, and the moving pictures.

Of course everyone sends for his doctor when he is ill. But up to now not one man in ten has learned by personal experience the value he may receive from visiting his doctor while he feels perfectly well.

The ethical doctor cannot advertise or solicit practice. However, what the individual doctor may not do, the Five County Medical Societies composed of more than 10,000 doctors can do—urge a wise proceeding—go to your doctor and have a Health Examination.

Greater New York Committee on Health Examination

Contributed by Milbank Memorial Fund, New York Tuberculosis & Health Association, Metropolitan Life Insurance Company, Brooklyn Tuberculosis & Health Association, Life Extension Institute, and Queensboro Tuberculosis & Health Association.

This is a facsimile of one of a series of paid advertisements which appeared during November, 1929, in four New York newspapers having a combined circulation of about 1,500,000.

to publish scientific news. Yet it seems to me that, if this is the basis of the editorial, it is a stir about nothing.

For in the first place, few newspaper editors would be so senseless as to try to blackjack a county medical society, or anyone else, into advertising under threat of killing news items. And in the second place, assuming that there are editors so minded, there is certainly small cause for scientific alarm in such threats, particularly when the journal in this very editorial doubts that health publicity does good!

But the strangest thing about this editorial is this:

"The Journal of the American Medical Association feels that expenditure of the funds of a county medical society for advertising announcements planned primarily to teach the facts of preventive medicine is not a proper expenditure for a medical organization."

The above paragraph appears in the second column of page 774. In the second column of page 778, exactly four pages later, appears a program of American Medical Association

health talks for the week of March 9!

Is all health publicity sponsored by any medical body except the American Medical Association *itself alone* to be called improper.

Does the humane element in a local educational campaign depend on the magic initials A.M.A.?

And if proof is necessary that adequate return will accrue to the sponsor, where is the proof that the A.M.A. broadcasts will insure the return?

MEDICAL ECONOMICS is in favor of these broadcasts. For more than five years MEDICAL ECONOMICS has been urging the leaders of organized medicine to publicize health (and an article on a nearby page urges this again). All credit to the A.M.A. for doing so—but it should be gracious enough to give its component societies credit for having blazed the way.

The Journal is defaulting its parental responsibilities when, instead of coordinating and assisting the efforts of its units, as has been suggested time and again in MEDICAL ECONOMICS, it belittles and discourages these efforts.

The Medians Are Lower

The 4,084 questionnaire reply cards which were the basis of MEDICAL ECONOMICS' Second Survey of the Physician's Income, reported last month, have been re-analyzed to determine the MEDIANs. The results are opposite.

The median is obtained by grading the returns from lowest to highest income, and finding the mid-point between the two; the average by adding the returns and dividing by the number of cards.

These results run on the whole lower than the averages, largely because the arithmetical effect of a few extremely high incomes is neutralized.

Urology
General Practice
10,000
6,600
3,660
650
500
340
200
700
300
250
2,940

MEDIAN yearly income and expenses of specialists and G. P.'s

SPECIALTY

	Gross Income	Net Income	Rent, Heat, Light, Phone	Office Salaries	Medicines & Pharmacut.	Surgical Inst. & Supplies	Auto-mobile	Depreciation	Miscel. Expenses	Total Expenses
Anesthesia	\$8,000	\$4,493	\$ 774	\$ 728	\$ 500	\$ 500	\$ 455	\$ 350	\$ 200	\$3,507
Dermatology	8,836	4,825	1,031	1,480	200	275	375	400	250	4,011
E.E.N.T.	10,250	5,912	900	800	488	600	700	400	450	4,338
Gastro-enterology	11,500	5,993	1,500	1,350	600	422	788	570	277	5,507
Gynecology	11,000	6,235	1,500	840	600	625	600	300	300	4,765
Internal Medicine	10,000	5,800	1,200	1,000	500	350	600	300	250	4,200
Neuro-psychiatry	9,000	5,706	1,347	660	105	82	550	250	300	3,294
Obstetrics	9,500	5,870	900	900	300	350	580	400	200	3,630
Ophthalmology	11,563	7,588	1,250	1,200	100	205	520	450	250	3,975
Orthopedics	10,403	6,199	1,450	880	399	450	450	375	200	4,204
Otolaryngology	10,000	6,457	1,000	785	225	300	583	400	250	3,543
Pediatrics	10,500	6,390	1,300	850	200	450	650	310	350	4,110
Physical therapy	10,600	4,650	1,850	1,750	275	1,025	450	400	200	5,950
Proctology	10,082	5,220	1,200	1,300	400	275	687	500	500	4,862
Radiology	12,000	7,147	1,190	1,040	538	750	635	450	250	4,853
Surgery	13,000	8,200	1,250	1,000	300	500	700	500	550	4,800
Urology	10,000	5,690	1,200	1,000	600	450	500	385	175	4,310
General Practice	6,600	3,660	650	500	340	200	700	300	250	2,940

By HALL JOHNSTON

How to Recognize the Bait

DOCTORS and bankers! This was the duo whose names were on the tongue and whose dollars were in the mind of every stock-selling organization man who participated in the last great raid on the surplus earnings of the dear public.

Not that these wiley sahibs really craved so much the funds laid by by the frugal doctor, nor yet the gains made by the craft who make other folks' money earn interest. They would gladly have exempted the doctor and the banker from making any personal contributions, had such a course been necessary to gain the greater ends in view.

Sad to relate, however, they did not do so, but merrily clinked the dollars of these worthies into their cash boxes with the others. It was just good business for them to take the money, along with the more essential influence and character possessed by the doctor and banker, through which they intended to gather in the farmer and all the rest of the gentry who had either property or money.

Nor did they stop with the gathering in of saved surplusses. Driving ahead under the full steam generated by interesting the two professionals mentioned, they gulped down not only the idle funds lying in savings banks or hidden away in socks, but gobbled up whole farms and businesses as well, leaving the erstwhile owners stripped to their B. V. D.s, as we shall presently see.

And, with returning prosperity, the old schemes will be trotted

out again. Many of us will forget and fall again, or, remembering, fail to recognize them in the new habiliments in which they are likely to be clothed.

Please keep in mind that we are now discussing the investment that chases the dollar, as distinguished from the dollar that seeks the investment. There is a distinct difference. The man who seeks a place for his investment dollar exercises some discretion, or should, as to the kind and character of business that is to absorb his surplus. Thus in the market of listed stocks and bonds there is a wide choice. But the outfit seeking the dollar submits only its own proposition. There is no choice. The victim must take it or leave it—and he frequently takes it.

The original idea underlying a stock selling campaign may be, and frequently is, wholly legitimate. The business may start out on a legitimate basis and later be absorbed in the stock selling. I recall one of this type which started as a small shoe-polish factory. A young fellow had, or thought he had, a perfect recipe for a paste to polish shoes and preserve leather.

I do not suppose it was any different from any standard shoe dressing, but his enthusiasm was so great that he soon interested a capital of \$25,000 in his venture. He leased a building that had served as an automobile garage and installed some rather

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PROMOTIONS THAT INVOLVE M. D.'S

modern paste-making equipment. Sales started off very well. A high-powered finance promoter approached the young fellow and interested him in the idea of immediate national distribution. Of course additional capital would be required. The amount of \$250,000 was glibly suggested.

The young man was dazed. His first \$25,000 had been raised without any expense. All of the money went into the business. The stock had been sold at par, \$100 per share. The promoter proposed to increase the price per share progressively to \$200 per share. The first additional \$25,000 was to be sold at \$125 per share, the second at \$150, and the balance at \$200. These increases were to be justified by the increasing business and goodwill of the concern.

The amount over par was to go to the surplus account, from which would be deducted the expense of selling. The promoter assumed all of the expense of selling, and was to be paid a commission, also progressively increasing, amounting to \$60 per share on the shares to sell at

\$200. In each group, it will be noted that the company received more than par for its stock, thus creating a surplus from the start. The additional liability created by selling the stock above par was waved aside by the promoter as being unimportant. He was collecting that from the outside.

After the first \$25,000 of the new stock was sold, the promoter, always a liberal fellow, pulled out his prize package. He let the young proprietor of the recipe in on the stock selling profits. He must be a strong man indeed who can withstand the fascination of making large profits to replace small ones. The attractiveness of making five cents per box in the shoe polish business soon gave way to the thrill of making \$2,000 on a \$10,000 stock sale. The shoe polish business very quickly became merely an adjunct of the stock selling organization. Making and selling shoe polish was incidental.

With the head of the little factory "in the money," the campaign began in earnest. The capital was increased to a million dollars. It was time to approach the doctor and the banker.

The territory was to be closely worked, and the plan of operation was elaborate and carefully worked out. A list of doctors, readily available, was compiled, along with bank officers and directors.

The first approach was to a physician of high standing in his community. Through some unexplained recommendation, he had been cited as the first prospect.

[TURN TO PAGE 93]



A Home-Office-a

TO BE ADDED AS A WING

By W. F. McCULLOCH

THE plan shown here is for a physician's office suite which can be attached to a private residence, either as a wing, or by renovating one end of the house.

It is designed especially to meet the need of the physician who wants to combine his residence and office, retaining privacy in the former, and professional-building efficiency in the latter.

This plan assumes that the physician will want a waiting room, a consultation room, and a treatment room—these being the minimum requirements for the orderly conduct of practice.

Note that the patient enters through the entry directly into the reception room. This entry serves a triple purpose, namely: as an entrance for patients, a vestibule, and a means of ingress and egress for the doctor, without coming in contact with the patients waiting in the reception room.

The physician can come and go between his living quarters and his consultation room without meeting patients, and as there will naturally be a separate entrance for the main part of the house, his family can come and go at will without conflicting with office hours.

By sound-proofing the wall on the house side of the waiting room and using a double or sound-proof door on the entry it would not be necessary to keep children in the living quarters

muted while office hours are in progress.

The private hall at the left of the entry serves as a clean-up room for the doctor, coming in from his outside calls. It is provided with a lavatory and a coat-closet.

When the doctor enters the house with patients already waiting in the reception room, he goes through the door at the left of the entry into his private hall, and so on into the consultation room, where he can receive his patients without the annoyance and awkwardness of first passing through a crowded waiting room.

The plan also provides for efficient circulation of patients. A physician is able to take care of two patients at one time without confusion, by interviewing one patient in the consultation room, while a second patient is being prepared for examination in the treatment room, or while the latter is dressing to leave.

Departure from the treatment room is accomplished through the door at the right, out through the hall into the waiting room. Patients can enter and leave the consultation room without interfering with one already in the treatment room.

Lavatory facilities are accessible from each of the three rooms independently of the other. Thus a patient in the waiting room can have access to the lavatory by passing through the hall at the [TURN TO PAGE 144]

Layout

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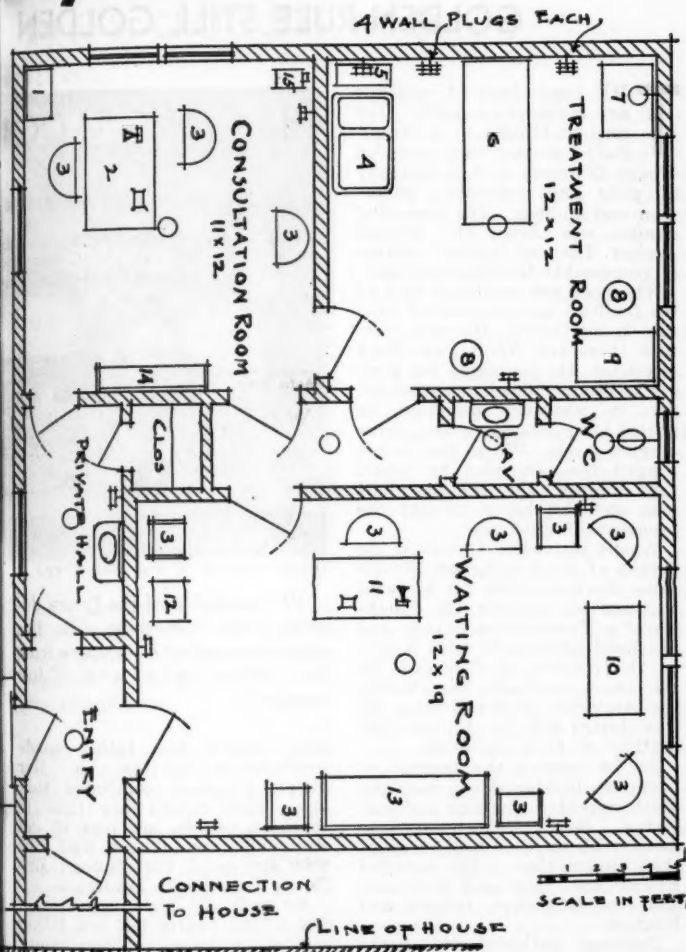
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E 144]



This plan, drawn for MEDICAL ECONOMICS by W. F. McCulloch, Hempstead, N. Y., is designed especially to meet the need of physicians who want to combine their residence and office, retaining privacy in the former, and professional-building efficiency in the latter.

Medical Ethics in

GOLDEN RULE STILL GOLDEN

THE beginnings of medicine are involved in myth. The ancient Greeks in a beautifully poetic way peopled Mount Olympus with a company of gods and goddesses, supermen and women. The presiding genius was Zeus, the Roman Jupiter. The poet Homer is largely responsible for this theology.

The gods and goddesses had all the frailties and passions of mortals living below. Disease overtook them and Apollo was their physician. He possessed the powers to produce deadly pestilences, for in whatever direction he hurled his poisoned arrows, there plagues arose. When the people prayed for remission he would send Chiron, the centaur, half man and half horse, to stay the progress of epidemics.

Apollo instructed Chiron in the details of the healing art. Apollo came down to earth for his wife and married Coronis, the daughter of a Thessalonian prince, and she lived afterwards with Apollo on the heights of Olympus. To this union was born Aesculapius, the Asclepius of the Greeks. He was instructed by Chiron, the centaur, to be a physician.

As he roamed the heights of Olympus, looking down upon the earth, mankind was sick and suffering. So he left Olympus to dwell with man, to heal them of their infirmities. He married Epione and they had two sons and two daughters, Hygeia and Panacea.

Panacea gathered the herbs

Read before the Conference of Clinic Administrators, Memphis, Tenn., Nov. 1930.



(Photo courtesy of Fox Film Corp.)

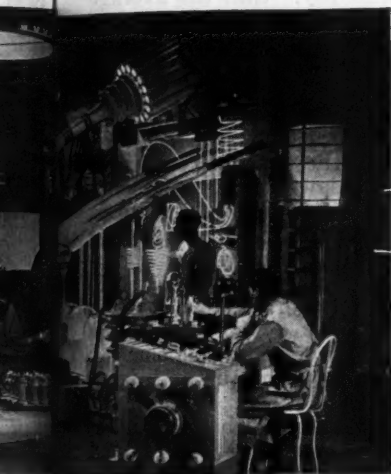
Will medicine of the future develop into something like this wierd conception?—a scene from the talking picture, "Just Imagine".

from which her father made medicine to heal the sick. Her sister, however, concluded that she would devote her time to teaching people, not how to get well, but how to keep well. She was convinced that human suffering was due to ignorance.

So well did she succeed that she pretty nearly put her father out of business. Nevertheless, Pluto, god of Hades, noticed that the number of arrivals at his domain was gradually diminishing. He hastened to Zeus and

in Clinic Management

By F. S. CROCKETT, M. D.



Dr. Crockett (Arnett-Crockett Clinic, Lafayette, Ind.) does not think so, but his review of group medicine's evolution, stimulates the imagination.

made complaint that Aesculapius was depopulating hell, for what was the use of having a perfectly good hell with no one to live in it. Zeus was convinced, and he hurled one of his thunder bolts at Aesculapius, which disabled the old man. Ever afterward he was compelled on his rounds of mercy to use a stick, or rod, around which was entwined a serpent, emblematical of wisdom. He soon learned to raise the dead.

Pluto, looking across the river Styx, beheld strange sights.

Folks about to embark for his realm were turning back to earth. The boat was carrying passengers both ways. Hell was being depopulated. In great dismay he hastened to Olympus and made complaint to Zeus. Zeus hurled another thunder bolt at Aesculapius, which killed the old man. But his spirit still abides as the great medical profession of today of which you are a part.—(Geo. F. Keiper, M.D.; Ind. Med. Journal.)

Hippocrates was the first great outstanding character in medical history. To get an idea of the kind of medical world in which he lived, one would go to the more backward communities of such countries as China, or India, or Central Asia. There the witch doctor, or the priest, administers pretty much the same sort of treatment that was the common lot of the sick 2500 years ago in Greece. Hippocrates developed in this sort of medical world which makes his achievement the more remarkable.

Of course medicine first developed in a world without ethics and the big minds of that time must have clearly seen the need of some remedy for what probably amounted to medical anarchy. The name of Hippocrates is associated with the earliest code designed to correct this evil. The hospitals and sanitariums of that day were temples of healing usually built about some spring, gas well, or place of healthful surroundings which was accordingly considered the abode of the particular god who, through this agency, healed the sick. The master phy- [TURN TO PAGE 123]

"Below Average"

FOR years we have been hearing various "estimates" on the physician's income. "It is estimated," declares a speaker, pounding the table vehemently, "that the average income of doctors is less than \$3,000 per year." As the words issue from his mouth, some reporter picks them up and they are promptly flashed in print as facts.

The logical sequence is that other speakers and writers accept the figures and re-broadcast them until they become truths.

It is a human weakness to give credence to things we see in print, under signatures, and to the words that roll forth in a flow of silver oratory from the tongues of a convincing speaker. We are prone to nod and to look at one another understandingly. This weakness is particularly evident when the statements are those we want to believe—when, for example, they bring us an inward glow of self-sympathy.

This is the pitfall into which many of us in the medical profession have walked, and so comfortable have we found it that we are loath to climb out, to give up the idea that medicine is far below the other professions in average income.

The National Education Board reports the average salary of a full professor as \$4,573; of an associate professor \$3,514; of an assistant professor, \$2,812; and of an instructor, \$1,997.

In the engineering profession, the average income ten years after graduation is reported by the Teachers College of Columbia University as \$4,440. From the same source come figures showing that ministers of the gospel receive an average of \$2,500.

Now compare these figures with the average income of physicians, as revealed not by guesses and haphazard estimates, but by a nation-wide survey in which data furnished by the physicians themselves has been carefully compiled and averaged. The result, re-

—a Failure?

ported in April MEDICAL ECONOMICS, shows that the average gross income for physicians over the entire United States is \$8,284 and the net income, \$5,059. The lowest average in the entire group of figures is \$3,152, the net income of rural practitioners.

Let us not misinterpret these facts. Our own personal experience tells us that there are many capable practitioners of medicine whose earnings are considerably below the average for their group. In fact, I recently received a letter from a colleague who complained: "My income for the past ten years has been at least \$2,000 below the average shown by your 1929 survey. That would make me out a failure at my profession."

Indeed it does not. Frankly, I do not doubt for one minute that this man is more of a success as a *physician*, as a *healer*, than some of his brethren who are earning at least \$2,000 *above* the average. As matters stand today the better doctor is not necessarily the best business man—unfortunately for the material comfort of numbers of our most sincere workers.

The criticism should not be upon the heads of those who are making their professional talents, for better or worse, pay them a living income; it lies rather upon our medical schools which fail to teach business principles along with diagnostic principles, which continue blindly to send brilliant doctors out into the world, to learn the bitter truth that at least 50% of the practice of medicine is not learned over a cadaver.

I grant that it is better to be a failure in the business of medicine than in the practice of medicine; but the crowning failure of all is the neglect to shape our young men so that they may not fail in either respect.

H Sheridan Baker

On the Air

HOW WE BROADCAST HEALTH

By LOUIS R. EFFLER, M. D.

Director of Education, Toledo Academy of Med.

"STATION W.S.P.D. speaking —atop the Commodore Perry Hotel, Toledo. We shall now broadcast one of our *regular bi-weekly series of "Health Talks" given by the Doctors of the Toledo Academy of Medicine.* Our speaker tonight is Dr. Smith—his subject is 'Stomach Ache'."

This is the ritual that goes out every Tuesday morning at 9:15 and every Saturday evening at 8:15 to the Radio Audience of Toledo and vicinity. It emphasizes the fact that the Toledo Academy of Medicine is carrying on its traditions in the field of "Popular Medicine."

It will be remembered that Toledo has been a pioneer in the field of popular medicine for the past five years. Its Publications Bureau, its Speakers Bureau, and its Radio Bureau have functioned actively during this period. This year, its main efforts are being centered on the *radio* because of the latter's obviously wider appeal.

So far as we know, Toledo's is the only County Medical Society in the country broadcasting regular bi-weekly Health Talks over the radio. Indiana, Missouri, and other state medical societies broadcast regularly each week. The A.M.A. broadcasts a five-minute talk every Monday, Tuesday, Thursday, and Saturday morning out of Chicago, and every day except Sundays and

holidays over the National Columbia network. Several county medical societies broadcast on occasions.

Toledo's radio "hour" lasts ten minutes. On Tuesday mornings the programs are devoted to "Child Hygiene" and are designed to be of special interest to mothers. On Saturday evenings, the programs are of general interest and are designed to attract the public at large.

The time of the broadcasts has

A Toledo Academy health talk going on the air. The photograph above shows Henry C. Gerber, Jr. (right) Executive Secretary of the Toledo Academy of Medicine, with the manager of WSPD.



Photo by Ewing Galloway



been generously donated by W.S.P.D., our local radio-station. Its officials take the view that medical talks are a public service. As a result, they lend excellent cooperation in the shape of time, announcements, substitutions, and local color. We take this occasion to congratulate and thank them for their generosity.

Two big problems, where there is no paid announcer, or trained personnel, are *the creation of a radio-audience among the public and the maintenance of a radio-interest among our doctors.*

Special attention has been given to the problem of trying to create a radio-audience. It would be an imposition to ask our doctors to prepare subjects and then let them broadcast into empty ether. There must be ears to hear them, and so much effort has been directed to making interesting subject matter.

The talks must be popular and non-technical. They must avoid diagnosis and treatment as too didactic. The types of talk vary. They are straight talks, or *interviews* as between doctor and patient, or reports of interesting cases with the proper touch of human interest.

Shortly, a "medical dramatization" of fifteen minutes with three or four characters in the dialogue will be tried once each month. This is an ambitious experiment.

Placards have been distributed to our doctors for display in their reception rooms. These placards call attention briefly to the time and the regularity of our health talks and are designed to catch the eye of waiting patients.

Also there are stationery stickers, which contain substantially the same information as the placards. They are gummed at one end and can be readily attached to the official daily mail leaving the Academy offices or attached to the monthly statements of our doctors.

Announcements of Tuesday's and Saturday's subjects and speakers are carried in the papers. By special arrangement, these notices appear either on the radio page or always in a special column. One paper, for instance, announces our talks in its "Mainly About People" column. This insures uniformity. Occasionally, a reference to our health talks by "Eavesdropper," who listens in to all radio programs for his paper, has proven of benefit to us.

Attention has also been given to the maintenance of interest in "Popular Medicine by Radio" among the Education Committee members and the whole of the Academy. Frequent general meetings have been held by the members of the Education Committee. This permits open discussion of suitable topics for broadcast and

their proper method of handling.

Individual meetings are held by the Director with the bureau-chairmen and individual members of the Education Committee, permitting closer contacts and a more coordinate activity of the various units.

The Director and the Chairman of the Radio Bureau have outlined plans and policies before a special meeting of the Council of the Academy. The Education Committee has thus received an official endorsement and a vote of confidence.

There is in the Academy Bulletin a column called "Education Echoes," edited by the Director of Education. It is based on the belief that we doctors, before educating the public in matters medical, must first educate ourselves. The "Echoes" serves as a means of communication between the Education Committee and the rest of the Academy membership.

Dr. Haggard is making at present a splendid contribution to the cause of "Popular Medicine by Radio." His talks every Sunday evening over the N.B.C. system are brimful of information. They are non-technical and full of the Romance in Medicine that thrills

and intrigues. His is a style to capture popular fancy.

The popular medical talks of Dr. Haggard, sponsored by the Eastman Kodak Company, differ considerably from the popular medical talks, sponsored by a County Medical Society. It is one thing to be beholden to but *one employer*. It is quite another thing to be responsible to *as many employers as there are members in a county medical society*.

Dr. Haggard may thumb his nose at the profession-at-large if he so chooses. The broadcasters in a county medical society, however, must be ever watchful lest they step on the pet corn of a hypercritical member.

The radio activities in a county medical society are usually in the hands of its Education Committee. The Committee encounters usually much destructive and very little constructive criticism. It is manifestly impossible to please all the units of membership. Dr. X. thinks the public is being educated altogether too much along medical lines. Dr. Y. gets "microphone panic" and can't talk and is jealous of any doctor who can. Dr. Z. can think of a medical broadcaster only in terms of the "publicity" he secures.

Such and sundry objections, however, must be passed over as petty and picayunish. Popular Medicine, whether by radio or any other means, is here to stay. No amount of cold-water-throwing can quench its appeal. [TURN TO PAGE 83]

Tune in on W-S-P-D

for the

"HEALTH - TALK"

every

Tuesday, - 9:15 A. M.

Saturday, - 8:15 P. M.

presented by

THE TOLEDO ACADEMY OF MEDICINE

Education Committee

Physicians in Toledo hang this in their offices.

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the cluttered desk

MORE legislation ordering how medicine shall be practised:

Arizona House Bill 203 would prohibit physicians dispensing drugs and medicine.

Oklahoma House Bill 51 would fine a physician \$100 if he charges more than 25c a mile "for or in making professional calls." The bill excepts Christian Science practitioners.

The first was killed; the second is in its third reading.

Not quite so bad is Missouri House Bill 220, which provides that "any bank or trust company may at any time engage in the practice of medicine, surgery, dentistry, chiroprody, and operate beauty parlors without submitting to any examination... and without securing any license."

It was only a joke, and was born, it seems, of the legal profession's ire over the fact that banks and trust companies are permitted to practice law.

The Arizona bill recalls that old story about the salesman who called a doctor out of bed at three o'clock in the morning, with a story about a hurry-up call 10 miles away.

Together they made the 10 miles (in the doctor's car) in 15 minutes.

As they slowed down the salesman asked, "How much is your fee, doctor?"

"Three dollars," answered the physician, a bit surprised.

"Here's the three," said the salesman, "and thanks. The taxi driver wanted \$15 to drive me over when I missed my train."

There is an apple named after the old line "An apple a day, etc."; it is called the Docaway apple, and was created by an association of apple growers at the town of Harvard, Mass.

Not important in themselves, but combining to show that people in general are rebelling against the mystery in medicine, are the little remarks you catch here and there wherever you read. Here is one, plucked from an advertising journal, and referring to doctors—"they send your bill in English, but your prescription in Latin."

American life is becoming more and more sloganized. Sometimes the sloganeers, in their eagerness to be clever, forget that good taste is also a requisite of an effective slogan. Something like that happened when the Dime Messenger Service of Miami decided on the slogan:

"WE DELIVER EVERYTHING BUT YOUR BABY."

To paraphrase the example of the man biting the dog—when a manufacturer advertises to tell physicians his product is useful, that is not news; but when a manufacturer advertises to ask physicians *whether* his product is useful, that is news!

White Rock is doing this in its advertising to the medical profession (as witness pages 89 to 92 of this issue) and it strikes us as being perhaps a fore-runner of an entirely new order of advertising.

—THE MANAGING ED.

Everybody's Business

By FLOYD W. PARSONS

WE must think of the next ten years in terms of horizontal elevators that will carry us along aisles; unbreakable glass that will transmit whole sunlight; synthetic foods, metals and woods; paper made from waste grasses and stalks; books that will come in rolls or cylinders, so we may put them into a machine and have the text automatically read to us; equipment that will provide illumination approximating sunshine; street cars and other vehicles made of aluminum; airplanes equipped with turbine motors; and vending devices that will merchandise a multitude of products now sold by clerks.

This new decade will be an era of highways with speed limits of 100 miles an hour; of aerial ferries that will carry us over rivers, lakes and oceans; of artificial islands in the form of seadromes, which will connect continents; of private flying on such a large scale it will speed up business; of hundreds of new drugs, most of them synthesized in laboratories, and of changed eating habits, brought about by quick freezing, improved refrigeration, fast transportation and the super-chain store.

It will be a time of cheaper fabrics, metal-grained wood, food preservatives from cow's milk, strange alloys with highly useful properties, new refrigerants that will double the efficiency of current cooling methods, and electric eyes so sensitive to color and light changes they will perform hundreds of tasks ranging all the way from chemical analyses to the automatic control of machinery.

The aptness of the phrase "creative wasting" will be proved beyond doubt. One of the essential qualifications of modern management will be its ability to make "wasting" an art. No form of understanding will be superior to that which knows how and when to scrap present methods and machines in order to create higher values. Obsolete processes and antiquated ideas will be regarded as "frozen" assets and will place the mark of incompetency on every executive who is guilty of retaining out-of-date facilities.

All about us will be new opportunities and new industries in the making. We will discover how fallacious is the idea that our chances to save time and effort have been largely exhausted. Car-washing machines and devices will do away with a great amount of hand work in the railroad and automobile

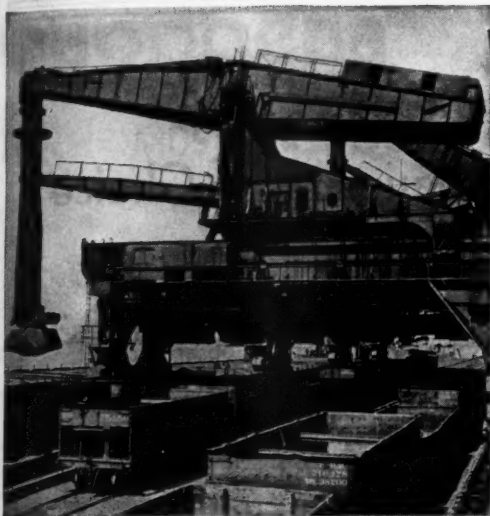


Photo by Ewing Galloway

NEW WAYS and NEW DAYS

New and Quicker methods of transferring materials from ship to railroad car will mean important economies in the coal and iron industries.

industries. An almost incredible sight in this mechanical age is the slow, laborious methods still employed in nearly all garages in washing automobiles.

Cargo-handling systems will be radically changed. One example is a new 7500-ton steel ship that is able to discharge its full cargo within ten hours. To discharge an equal amount of crude oil would require at least 18 hours. In the initial tests, the saving in stevedoring charges in certain ports is running as high as a dollar a ton. Economies of this kind will change the whole picture for the coal industry, especially in the export business.

Although it is possible a part of the nation's grain crops may

in the near future be piped to market, this does not mean that the railroads will be losing business which cannot be replaced. The key to many chemical and industrial situations in the years just ahead will be the tank and refrigerated cars which are now undergoing far-reaching changes.

The tank car of today is quite a different thing from

what it was a short while back. Some of them have glass or rubber linings, others are made of aluminum, nickel and manganese steel, and are equipped with air-pressure devices to facilitate loading and unloading. One new car costing \$60,000 and weighing 100 tons was specially designed to carry helium gas from Texas to Eastern hangars. Without this car the helium would have had to be moved by filling large balloons with it and then towing them to the points desired.

Not everything is going to be transported through pipe lines. Tank cars of various designs are serving industry in a multitude of ways.

Dangerous [TURN TO PAGE 103]

The Anti-Rheumatic of Choice



OVER two years' clinical observation of FARASTAN (Mono-Iodo-Cinchophen Compound) in the practice of thousands of physicians and the clinics of leading hospitals has established a series of favorable results ranging from 64% to over 80%.

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MUST THE DOCTOR ANSWER?

By ROSS DUDLEY

AT ten minutes to five a rather tired physician opened the door of his private office, looked into the crowded reception room, and asked, "Who is next?"

As a woman and a four-year old boy came forward, so did a grim visaged individual with an official looking document in his hand.

"Here's a court paper for you; ten o'clock to-morrow morning in Judge Fisher's court on the fourth floor."

The physician glanced at the paper; he knew what it was, having been served with such documents many times before. After stating the title of the court and cause, it came directly to the point:

THE STATE SENDS GREETINGS TO DR. J. B. JONES:

WE COMMAND YOU, that all and singular business being laid aside, you appear and attend before Honorable C. D. Fisher, Judge of the District Court, In and For Wayne County, at the District Court Room, Number 412 County Building, on the 15th day of May, 1930, at 10 a. m., then and there to testify in the above entitled action in said district court, on the part of the plaintiff and disobedience will be punished as a contempt by said court.

Witness the Honorable Judge, etc. etc.

O. A. Wilson, Clerk

The physician had planned on

being away from his office and at the hospital practically all of the next day. He had a major operation planned for early in the morning and two maternity patients were going to the hospital that night.

He also recalled that he had made an examination of the plaintiff in the action and had treated him two or three times for injuries received in an automobile collision.

"What will happen if I don't appear?" he asked the deputy sheriff who had served the subpoena.

"Oh, a couple of us will come over in the patrol wagon with a bench warrant and haul you over," replied the deputy, smiling grimly.

Faced with a situation similar to this a physician writes to **MEDICAL ECONOMICS**:

"Is it compulsory that a doctor must go to court to give medical testimony if there has been no previous arrangement for a compensatory fee? Can the physician demand his fee before testifying? Can the physician be made to testify, compensation or no compensation, at the behest of an attorney or at the call of a court? If the physician is busy may he refuse to go?"

Here's one of the latest cases, decided by the Supreme Court of West Virginia in November, 1929, on this subject, and it is in accordance with the law in the large majority of the states:

INCREASING LYMPH FLOW...

In stiff, painful joints by 400 per cent, stimulating leukocytosis, increasing permeability of membranes and producing definite bactericidal action in the blood stream... is the mode of action of O-Iodoxybenzoic Acid (Tabern, Clinical Med., Oct. 1928.)

OXO-ATE "B"

the calcium salt of O-Iodoxybenzoic Acid

For ORAL Administration



is an efficient analgesic for arthritic pains and at the same time reduces swelling and muscle spasm. Lasting improvement is to be expected, following its use, in all types of arthritis where the anatomic changes have not progressed too far.

OXO-ATE "B" is indicated in
ARTHRITIS and
RHEUMATOID CONDITIONS
Generally

In bottles containing 24 half-gram capsules.
(Four weeks' treatment).

Samples and literature upon request

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Established 1841

Pennsylvania

The plaintiff in the action was a physician and surgeon and he sued to recover \$500 from the defendant corporation for professional work and services performed by him at its request in a previous case. The bill of particulars filed by the doctor set out that such services were performed on the 18th, 19th and 21st days of January, 1928, and consisted of making an examination of one Diab and conferences with attorneys of the defendant and with other physicians in the case of Diab against the same corporation, and testifying at the trial.

The evidence showed that Diab, an eleven year old boy, was injured about the chest by falling or being knocked from a truck owned by defendant corporation and which corporation was sued by the father of the boy to recover medical expenses, loss of services, etc., attendant on such injury; that the doctor was asked by the defendant corporation to make, in association with another physician, a physical examination of the boy with a view of being called and used as a witness in the case as to the extent of the boy's injury and physical condition; that the physician made an examination, which with consultation with other physicians and examination of a number of X-ray plates took two hours time, appeared in court in response to summons duly issued and was on the stand as a witness part of one afternoon and that the trial in the Diab case lasted three days.

The doctor itemized his services as follows: For making physical examination of the boy, \$10 to \$25; for time spent in studying case, \$75; for his fee for time spent in court, \$200 per day, including loss of practice, loss of time from operations and work at the hospital. Thus the doctor sought to recover from the defendant corporation, for whom he testified in the Diab case, for services before attend-

ing court, for time spent as a witness in the damage case and for consequent loss in so doing, which raises the question of the status of an expert witness in so far as his compensation is concerned.

The West Virginia Supreme Court, takes up in order the following questions:

1. *Can a physician be compelled to attend court as a witness?*

2. *Can the physician be required to give expert testimony without any compensation other than that of an ordinary witness, which in this case was one dollar (yes, \$1.00) per day and mileage?*

3. *Is a physician entitled to compensation for services requested by a party to qualify him as an expert witness, such as examinations, study, conferences, etc. before trial?*

In regard to whether a physician can be compelled to attend as a witness, the court said:

"At common law, witnesses were required to attend court without pay. However, generally under statutes in nearly all states they are allowed compensation. The effect of our statutes is to require all persons to obey a subpoena of a court and apply alike to criminal and civil cases. The compensation to the witness is fixed at \$1.00 per day for each day's attendance, and five cents per mile for each mile necessarily traveled to place of attendance and same for returning. *Witnesses may be proceeded against for failure to appear and compelled to attend by attachment under rule.*

"The only exception to this compulsory process is where a witness in a civil case upon summons being served upon him demands payment of the witness fee (namely, \$1.00 for the first day and five cents for each mile to and from the courthouse, in

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"Not when we can make it Better," we reply

NOTE DIFFERENCE IN REQUIREMENTS IN THESE FEW ITEMS

	U. S. P.	PURETEST
<i>Chlorides</i>	Not over .0148% as Cl.	Not over .002% as Cl.
<i>Arsenic</i>	Not over .0026% as As. or .001% as As_2O_3 .	None
<i>Heavy Metals</i>	Not more than a trace	None
<i>Reaction</i>	Neutral to litmus in 1/20 solution.	1. Neutral to litmus 2. Neutral to Phenolphthalein

WHEN you want to prescribe a saline evacuant of unfailing effectiveness, you turn to Epsom Salt. Nothing better, of its type, has ever been found.

You, of course, expect drug stores today to provide your patients with nothing less than U. S. P. quality Epsom Salt.

But—do you know that there is an Epsom Salt today which is refined far beyond U. S. P. requirements? *Puretest.*

Note, for example, how Puretest exceeds U.S.P. standards on the few items given in the table above. This is indicative of the more rigid standards Puretest has set for itself in every process of manufacture, in every testing operation.

The results? Impurities reduced to a minimum. Greater solubility. Dazzling white prismatic needle crystals, with the least possible amount of fines. And always uniform in appearance, in purity.

It would not be surprising for a manufacturer to work out methods of



refining to the nth degree a product which cost \$1 a pound.

But seldom, indeed, do you find a product of such low cost as Epsom Salt, made in quantity, for which a manufacturer sets higher scientific standards than accepted U. S. P. requirements.

Your patients will thank you for prescribing this purer, more highly refined Epsom Salt. Any Rexall or Liggett Drug Store will be glad to show you Puretest Epsom Salt, or, if you prefer to make your own test, we will gladly send you a sample.

Puretest Epsom Salt

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May, 1931

47

this case) and he was not paid within a reasonable time before he was required to attend, allowance for one day's attendance and mileage. The compensation of witnesses is not intended to pay for their testimony, but rather to make good to them the loss and expense consequent upon their leaving their homes and occupations to attend court.

"This review of our statutes shows that there is no provision made for special compensation for a witness called to give expert testimony in either civil or criminal cases. The duty of every witness is to attend as commanded and to testify to all material facts within his knowledge.

"Therefore as to facts within his knowledge, a physician or other scientific or professional witness, stands upon an equality with other witnesses."

It is obvious that the legislature didn't have in mind the loss that a professional man suffers by being away from his business when it passed a statute allowing him \$1.00 for each day's absence while in court.

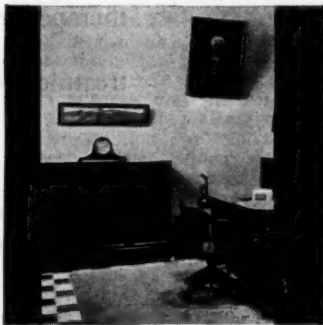
Suppose that a client offers to pay the physician a larger fee for testifying—say, fifty dollars for every day in court. Suppose the physician spends two days in court and then the client for whom he testified refuses to pay the \$100. Can the physician collect it?

The West Virginia Supreme Court said:

"The statute, as we have shown, has fixed the compensation for witnesses and it is a rule general in its application that where a duty is imposed by law and compensation for its performance is fixed by law, no greater compensation can be enforced or extracted. This rule was applied to a claim of a witness at an early day in England, where it was said: 'If a duty be imposed by law upon a party regularly summoned to attend from time to time to give his evidence, then a promise to give

any remuneration for lost time incurred in such attendance is a promise without consideration and void'."

In the case of *Dodge v. Stiles*, decided by the Supreme Court of Connecticut and considered a leading case upon the point, it was said in holding that an expert witness could not collect more than the legal fee: "Were it otherwise, and witnesses might be allowed to make terms for testifying, there would be room for oppressive conduct and for corruption. Witnesses, knowing that their testimony was indispensable, would, under one pretense or another, make terms for their testimony, and such as might be induced to represent



their testimony as important, would be tempted to barter their oaths at the expense of justice and truth."

However, the great majority of cases put their ruling on the ground that such a contract is against public policy, holding that it is a part of the duty of every citizen to give his services in testifying in any court proceeding when he is properly summoned to performance of that duty. Therefore, upon either theory, an agreement which a witness may exact from the person desiring his testimony to compensate him for time or services beyond the statutory fee is

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Besides, Agarol is so easy to take. No oiliness, no artificial flavoring to get used to. Agarol can be mixed with water, fruit juices, milk, with semi-solid food, used as a salad dressing in place of mayonnaise. Serves you better—serves your patient better.

A supply gladly sent for trial.

AGAROL for Constipation

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May, 1931

49

unenforceable, if the client refuses to pay voluntarily.

Applying the foregoing principles of law to the evidence in the instant case, the West Virginia Supreme Court held that the physician could not recover any compensation for loss of three days time in attendance upon the court at the trial, except the usual witness fee of \$1.00 per day and five cents for each mile traveled, further saying:

"Of the amount sued for, he based his right to recover on the basis that he was entitled to receive \$150 per day for the time consumed by the trial. Again, consonant with the decisions, a contract to pay a witness for testifying, coupled with the condition that the right of compensation depends upon the result of the suit, in which his testimony is used, is contrary to public policy and void, for the reason that it leads to perjury and perversion of justice.

"So in performing such service as every other citizen of the state performs, perforce of statute, the physician may not demand extra compensation. His time is claimed by the public as a tax paid by him to that system which protects his rights as well as those of others. The only compensation, beyond the usual witness fee, he may get, is the approbation which comes to all who have done the state some service."

Only one phase of the case was decided in favor of the physician: namely, that he was entitled to compensation for services requested by the party to qualify him as an expert witness, such as examinations, study and conference, BEFORE the trial, the court saying:

"But while this is true that he may not secure extra compensation for his time actually spent at the trial, however, he may be required to make an examination or preliminary preparation that he may be able to give his opinion as an expert. For services

of this kind (where it does not fall within the duties of an ordinary witness) he may demand extra compensation and such an agreement entered into with his client to compensate the expert is valid.

"Tested by the rules we have announced, the plaintiff is left in this case to assert solely what would be a proper charge for the examinations of Diab prior to trial and for time spent in preparation of his testimony in connection with such examination."

And the *Cyclopedia of Law and Procedure* rather succinctly summarizes this situation of the expert witness as follows: After citing three or four states which have statutes which in certain cases allow an expert witness extra compensation, it says in regard to the rules adopted by the large majority of states:

"Apart from statute, an expert witness may be compelled to testify as to matters of profound opinion, or matters to which he has gained a special knowledge by reason of his professional training or experience, without any compensation other than the fee of an ordinary witness, and his refusal to testify unless paid an extra compensation may be punished as contempt.

"And *a fortiori* a professional man who attends as an ordinary witness as to facts which have come within his observation, rather than as an expert, in any matter relating to his profession, is entitled to only the ordinary witness fee.

"Where, however, it is desired to have an expert witness give testimony of a nature which requires special preparation, investigation, research or examination of any kind by him in order to prepare himself to testify, he has a right to regard such preparatory work as a professional service and cannot be compelled to perform same without payment of a professional fee."

To confirm your diagnosis—

Diagnosis: ACUTE NEPHRITIS

Urinalysis:

Sp. Gr. 1.006 to 1.014
Amt. Scanty
Color. Hazy, smoky, bloody
Sed. Brick dust appearance
Casts, All varieties
Epith. C. Present
Alb. Trace to heavy trace
R.B.C. Great number
W. B. C. Present

Dosage:

Four tablets, four to eight times a day. Begin with the larger doses and gradually reduce as improvement occurs.



Diagnosis: CHRONIC INTER- STITIAL NEPHRITIS

Urinalysis:

Sp. Gr. 1.020 to 1.026
Amt. 1000 cc. to 2500 cc.
Color. Pale yellow
Sed. Present
Casts, Hyaline and granular
Epith. C. Present
Alb. Heavy trace
R.B.E. Occasional
W.B.C. Present

Dosage:

Three tablets, four to six times a day. Smaller doses over an extended period.



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We Are .5 of 1 per cent!

AND 99.5 pc WANT HEALTH INSURANCE

By FRANCIS H. REDEWILL, M. D.

MANY of us doctors do not get a clear perspective of what the general public is continually asking us to do about Health Insurance. We don't realize that all the state legislatures in the forty-eight states are receiving, while in session, more and more bills that smack of some form of fee-regulation and reduced medical costs and cheaper hospital fees.

We don't realize that there is an increasing and growing demand by larger and larger groups of the populace that bills be enacted through the respective legislatures, and which if enacted, would markedly limit the doctors of the respective states as to their general charges and income.

Sooner or later, with increasing demands, some of these bills in various states will get through and become laws. If legislators are hammered at persistently, with demands along these lines from larger and larger groups of people, they are bound to act sooner or later. Hundreds of newspaper and magazine articles all over the country, for the past five years, have been telling us in very plain language about this.

And if we keep our ears to the ground, we can learn of the heated discussions on the subject in many legislatures of the country. They have already put over such laws in one form or another in thirty-four countries of this globe—and the majority rules in these United States!

Dr. Redewill is a member of the Commonwealth Club, San Francisco, which has been debating the question of Health Insurance. This article was prompted by the Club's debates.

We must remember, too, that the doctors in this country, as everywhere else, are in the wee minority. In fact, we represent only about .5 of 1 per cent of the population. Thus we can realize how very foolish it is for a doctor to get up in such a meeting as this and say "I don't like this plan," or "I don't like that plan."

It is not what we doctors *like* that counts very much, it is what the general public *wants*. And if we don't offer a plan of Health Insurance that will interest the public in a definite way, why the public, very soon, will take the matter into its own hands.

Now, it is certain that we should take some action on this subject. And it is also certain that the general populace will not be satisfied with a plan of cheap laboratory tests and limited routine treatment. To get at the bottom of this whole subject of Health Insurance, leaving out the wealthier classes who are not concerned in this discussion, the crux of the matter is: what can the various grades of poorer classes pay for medical care.

If we could segregate the poor into three classes of A, B, and C—the C being the destitute class that is to be treated at the free clinics, county hospitals and Community Chest Agencies; B class that can pay something and get along with the bare necessities of life; and A class that can afford

to pay half-price for medical care and hospitalization—we may have some basis on which to work out a plan.

To determine what the poor classes can pay and assign them to the various classifications requires the establishment of medical boards in every city in every state. These boards could work in conjunction with the Community Chests and social agents at the various clinics. People who cannot pay regular fees could go to these Boards of Investigation and be classified as to their incomes. This, too, would do away with the carelessness that is now manifest in most clinics where many people go for treatment who should be in A or B, rather than in C class.

As an illustration, Brown wants medical care for himself and family. He goes to the Medical Investigation Board and after careful inquiry is placed in Class A, assigned by the Board secretary. What medical man in that community would not be willing to treat Brown and his family for half-price if that patient's ability to pay has been passed on by a dependable medical board? If he has to be hospitalized, the various hospitals where Brown could go could be subsidized by the state to give Brown half-rates.

Smith is found to be in Class B and can pay only quarter-rates. If the general medical fraternity cannot treat him so cheaply, there is no question but that in every community younger doctors would be willing to treat the B patients at a fee that is usually charged at night clinics. Accredited lists of these younger doctors could be got together at the Board Office, and hospitals could be subsidized to take care of Smith at quarter-rates.

A state tax could be levied on gasoline, on amusements and luxuries, whereby a magnificent Health Fund could be developed in that state treasury, not only

to meet the bills of subsidizing hospitals, to take care of Class A and P patients, but also to place these medical boards of investigation on stated salaries; also, if you will, even pay all the doctors in the state equal amounts to what is advanced by the Class A and B patients.

Another interesting feature of this plan to give medical care to the poorer classes is the fact that when put in operation, such a plan will nip in the bud the sprouting up, all over this country, of so-called medical clubs. We are just entering an era when these clubs are beginning the nefarious practice of offering advertised, unethical, cheap, medical care to the public; in return, the heads of the firms back of the enterprises are realizing fair sums—while the doctors employed are poorly paid. These clubs also pay out of their incomes—which also means so



much less for the doctors—huge sums for glaring newspaper advertising to attract the unsuspecting public to their plants. They get around the law by advertising their so-called foundation or club.

If such clubs are allowed to grow and extend their plants, as they are planning to do, it will not be long before all doctors in this country will be confronted

with a most nefarious plan that will make tremendous inroads into medical incomes, because these offer one price for medical care, such as it is, for all classes of patients.

But, if a careful classification is made of these poorer classes, and they are treated by ethical doctors who charge them what they can pay, we will soon check, not only the growth of these medical corporations but eventually wipe them out, by offering a better plan, and giving a higher type of ethical medical treatment and hospitalization.

Why can we not offer a plan that will be acceptable at once to the general public, a plan that will be generally recognized as feasible and decidedly helpful?

We could still keep in mind the words of a famous editorial writer:

"Biologists tell us that in their opinion the evolution of the individual human has gone about as far as it will ever go; and that if the race is to reach higher levels it will be as the result of higher evolution. In other words, society as a whole must learn to manage human affairs better than they are now arranged. It must improve and perfect social teamwork, and so order matters that there shall be enough of good things of life to go around, and that each shall get his proper share."

Investment Rules

TEN rules every investor should follow before buying securities were issued recently by Paul J. McCauley, head of the Bureau of Securities of New York State:

1. Know, or find out, the re-

sponsibility of the person or firm or company asking you to purchase.

2. When the person or company is unknown to you, demand references and investigate. Do not be a victim of the one-call system. Take your time when strangers try to sell you securities.

3. Do not hesitate to ask your bank or your lawyer, the chamber of commerce, the board of trade, or the better business bureau, what they think of the proposition.

4. Inquire of some reliable person or firm, familiar with the character of business in question, for an opinion of both the standing and prospects of the company.

5. Do not believe that the sensational success of one company in a stated line or field is a guarantee that any other company will succeed in the same business.

6. Remember that bonds become just as worthless as stocks when the security they represent is impaired.

7. Take notice that what may seem to you to be guarantees by promoters or stock salesmen may after all legally be considered nothing more than opinions or hopes, or a statement of mere prospects. The value of a guarantee depends upon the integrity and financial strength of the guarantor. When a security is described, as, for example, an 8 per cent guaranteed bond or stock, be sure to find out who is the guarantor.

8. When printed agreements are offered for you to sign, remember that separate promises by salesmen, if not in the printed agreement, are not binding upon the company.

9. Always insist upon having a witness present when acting upon any oral representations regarding securities. Bear in mind that you must place yourself in a position to prove the representations made to you if you are compelled to bring court action. The security swindler always insists upon interviewing his prospective victims alone. Absence of any printed or written matter signed by an officer of the company is a suspicious fact.

10. If you become victimized by swindlers, or are suspicious of the actions of any company or individual in transactions in securities, do not delay in notifying the office of the State Attorney General. Not only do you thus place the crooks in the way of punishment, but you protect other persons as well as yourself.

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Organic Iodide
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16 mm.'s Advantages

By R. FAWN MITCHELL

Technical Service, Bell & Howell Co.

CARL D. Clarke's recent article in **MEDICAL ECONOMICS**, discussing the relative advantages of 16 mm. and 35 mm. film for medical movie work, did not (with every respect for Mr. Clarke and for the opinions he has expressed) sufficiently emphasize the 16 mm. side of the case.

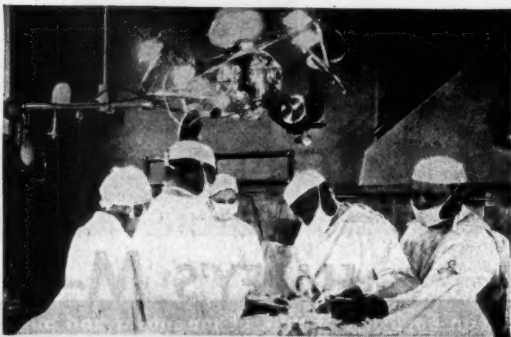
16 mm. film has so definitely established its value for medical work that, without detracting from the recognized merits of 35 mm. film, it is only fair to give due credit to the many places where 16 mm. film can and is being used with outstanding success.

It is admitted that 35 mm. film presents material advantages to institutions because of the facility of making 16 mm. reduced prints therefrom, as well as making 35 mm. prints when desired. But it must be borne in mind that institutions are not the only ones using motion picture film. In fact it is a real surprise to note how many doctors and dentists are using 16 mm. cameras for photographing operations. They take these pic-

tures for record purposes, as well as to study their technique with a view to improving it. Everyone who has tried it realizes the value of the motion picture whereby the doctor can see himself from a disinterested standpoint.

Sound by disc method is now available with 16 mm. As a matter of fact, the disc record used with 16 mm. is exactly the same as is used with 35 mm. equipment, so that even if the pictures are taken on 35 mm., a 16 mm. reduced print can be made therefrom and the same sound record shown on the same unit in conjunction with the 16 mm. projector, with the results still in perfect synchronism. This means that both 16 mm. and 35 mm. film may be enhanced with equal facility with sound accompaniment. In this connection, refer-

Making Kodacolor movies of an operation. The Kodacolor process is available only in 16 mm. film.



Doubly Effective because: It counteracts hyperacidity It induces normal passage



COMBINED in Haley's M-O, the doctor finds a permanent emulsion of milk of magnesia and mineral oil. Because these two corrective agents now work together, this preparation may be considered doubly effective in the treatment of digestive disorders and their attendant ills.

Although M-O provides antacid, laxative and lubricant all in one, normal doses neither cause leakage nor disturb digestion. It is nearly tasteless, easy to take; children do not detect it in their milk.

M-O is exceptionally useful in spas-

tic constipation, intestinal stasis and auto-infection. It also serves well in gastro-intestinal hyperacidity, sour stomach, palpitation, heartburn, pyrosis, gastric or duodenal ulcer, intestinal indigestion, colitis, hemorrhoids.

Useful before and after operations, during pregnancy and

maternity, in infancy, childhood, maturity and old age. An effective antacid mouthwash. Procurable at all druggists'.

Liberal sample and literature sent on request. Address the Haley M-O Company, Inc., Geneva, N. Y.

HALEY'S M-O

an emulsion of milk of magnesia and pure mineral oil

ence to an article by Louis M. Bailey in February **MEDICAL ECONOMICS** is suggested.

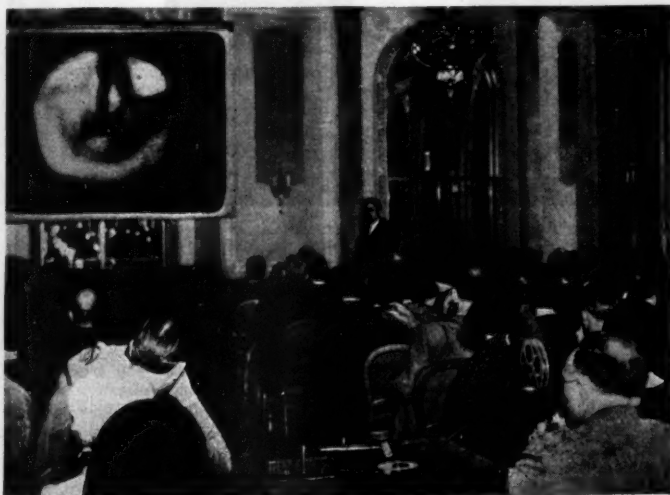
Panchromatic emulsions are available with 16 mm., so that the individual doctor can secure the tonal quality that is so important. He can also take pictures in color. As a matter of fact, the Kodacolor process used with 16 mm. cameras is a three-color process, whereas the only color processes available to 35 mm. are two-color processes, so that 16 mm. color pictures are more accurate in their color reproduction than anything available in the 35 mm.

With Mr. Clarke's stress on the importance of color for medical diagnostic purposes, the superiority of 16 mm. film is indicated beyond question where large screen images are not needed. Typical of the feeling in this respect is the work being done

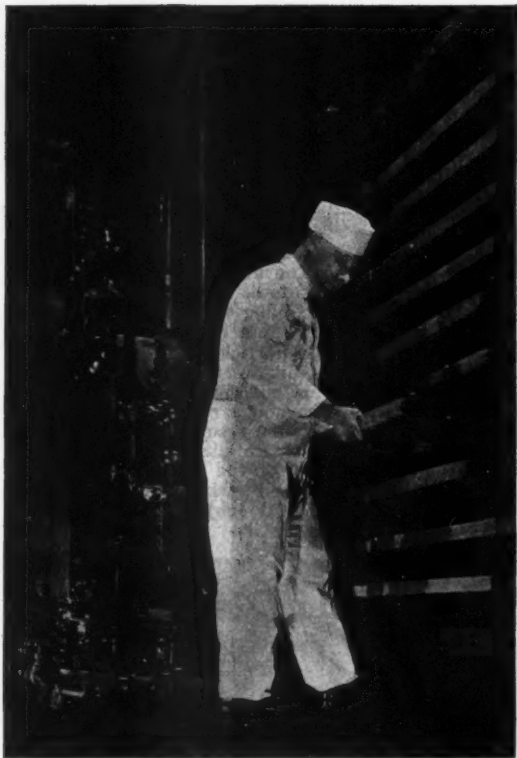
by Dr. Rinkel of the Balyeat Hay Fever Clinic of Oklahoma City. He has taken extensive pictures in Kodacolor exclusively, selecting this 16 mm. process on account of both the lower cost and the greater accuracy of the colors, which is vital in the work he is doing.

Another very interesting thing in connection with 16 mm. film is its use for taking motion pictures through the microscope.

The author recently had occasion to do quite a bit of this work in taking motion pictures of the Brownian movement of the proteid particles in the blood serum. At first we used 35 mm. film, but very quickly found that a 35 mm. film and a reduced print did not give the result that we were able to obtain direct on 16 mm. In view of the fact that a 16 mm. reduced print of an ordinary medical subject is superior to a



800 people saw and heard this 16 mm. talking picture on laryngeal functionings at an address by Dr. G. Oscar Russell, of Ohio State University, in Chicago recently. (Photo courtesy of Bell & Howell.)



Drying Drug Granula- tions

(Second of a series of advertisements on the making of compressed tablets.)

CONVENIENCE, portability, economy—the inherent attributes of compressed tablets—but valueless without **disintegration**.

With the increased attention given by Breon during the last year to the making of compressed tablets in a larger way, means have been taken to insure maximum rapidity of absorption coexistent with transportability.

After painstaking granulation of tablet masses they are dried as illustrated above at various controlled temperatures.

Dispensing physicians will be interested in these tablet formulæ which are given in the Breon Reference Book, sent on request.

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Pioneer makers of sterile solutions.

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direct 16 mm. picture, this seems rather surprising until one begins to analyze just what is involved. With the same setup of a microscope, objective eyepiece, illumination, etc., there is obviously a definite size of the image focused by the eyepiece of the microscope—figuring on the illumination necessary to properly expose the motion picture film.

In other words, using a 35 mm. camera, the image of the blood cell on the film, would be, say, about an eighth of an inch in diameter on both 35 mm. and 16 mm. film. In making a reduced print of this the image would be reduced still further, so that a direct 16 mm. picture was found better for this type of work, especially as we were seriously limited as to the amount of illumination we could use, due to the effect it had on the material being photographed.

Another statement by Mr. Clarke that, while true for his particular condition, is misleading, is his statement of cost. Very few institutions, and certainly still fewer doctors and dentists, are in a position to do anything in the way of processing their own films. If they could consider the expense of using 35 mm. film, they would still have to send these films to the laboratory, and it would take just as long, if not longer to get a print back, than it would to send the 16 mm. film to the nearest processing station and have it processed and returned in the regular way. In any case, the saving of one or two days is not of paramount importance, but the initial saving of the cost of the print and duplicates is quite an important factor, especially with the individual doctor.

At this point it is advisable to consider the actual cost of 35 mm. prints and 16 mm. prints as they will affect the average institution, doctor, or dentist.

Sixteen millimeter reversal film can be obtained for around \$6 a

roll. Duplicate prints cost \$5 a roll. One hundred feet of 16 mm. film is equivalent to 250 feet of standard film, so that one 400 foot reel—a 16 minute picture length of 16 mm. film—will cost about \$24 for the original, and about \$20 for the duplicate prints.

It is possible to make a 16 mm. negative and 16 mm. print therefrom for slightly more. The grain of an original 16 mm. negative is such that direct contact prints from a 16 mm. negative do not give as good a quality as duplicate prints from an original reversal positive. It seems to be a peculiar characteristic of the reversal process that grain is to a large extent minimized. Still, sufficient quality can be secured by careful processing so that a growing number of 16 mm. cinematographers are using the 16 mm. negative-positive process.

Now compare the cost for 35 mm. film. Admitting Mr. Clarke's contention that negative film of satisfactory quantity and quality can be obtained for 2½¢ a foot, the cheapest commercial developing one can obtain is 1¢ a foot, and prints on standard film cost 5¢ to 6¢, say, an average of 5½¢ per foot. This totals up to 9¢ a foot, or \$90 a reel, and a cost of \$50 at least for duplicate prints on 35 mm. film. If 16 mm. reduced prints are made from 35 mm. negatives, the cost of the print will run from 2½¢ to 3½¢ per foot of negative, as against 5 to 6 cents for the 35 mm. print, so that the cost of the initial reduced print runs about \$60 to \$70, with a cost of \$25 to \$35 thereafter for duplicate prints.

It is obvious that there is a very definite and material saving in the use of 16 mm. film, to say nothing of the two instances—color and microscopical work—where 16 mm. film is definitely superior to 35 mm. as far as the average practitioner or small institution is concerned.

Mr. Clarke touches a very definite and vital point in connec-

In your next burn case, use this *remarkable* *antiseptic dressing*

- Analgesic

*Quickly relieves
the pain*

- Germicidal

*Prevents
infection*



Keep the dressing wet with full-strength solution

CLINICAL reports from physicians definitely indicate the value of Hexylresorcinol Solution S.T. 37 in the treatment of Burns and Scalds.

The technic is simple: Cover the affected area with a thin layer of absorbent cotton or gauze saturated with Hexylresorcinol Solution S.T. 37, and bandage lightly to keep it in place. Keep the dressing wet with full-strength solution.

In a short time the pain and burning will subside. Leave the dressing on for 24 hours. Then note how dry, clean and relatively *insensitive* the affected area has become. Continue the use of the wet dressings until healing starts . . . usually two or three days.

Then use dry dressings, simply moistening the denuded area with Hexylresorcinol Solution S.T. 37 daily to prevent infection.



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SOLUTION S.T. 37

tion with all motion picture work in the matter of focusing and alignment of the camera. In this connection it is worth giving consideration to the advantages of a new device called the Surge-O-Ray. With this device the camera is in a very advantageous position over the patient and yet out of the way of the surgeons. The lights are conveniently arranged and in addition to providing suitable illumination for photographic purposes, provide a very acceptable operating light. The camera is rewound and controlled by the operator, who is well away from the sterile field. For continued work an additional camera can be held in readiness all loaded, the unit swung over and cameras exchanged within five or ten seconds, so that little or none of the operation need be missed, no matter how much film it may take.

Dr. H. B. Kellogg, of Edward Hines, Jr., Hospital, Chicago, refutes Mr. Clarke's statement of the inability to show a satisfactory picture with the Petrolagar films he has taken. He writes me: "The pictures he saw were the first I ever took and were made with make-shift lighting equipment that I had constructed myself. I am willing to submit our recent pictures taken on 16 mm. film for comparison with any 35 mm. films on similar subjects. Furthermore, our pictures now have a greater circulation than any other similar films and the demand is steadily increasing. After all, 'the proof of the pudding is in the eating,' isn't it?"

An important factor in the question as to which size of film to use, is the size and weight of the 35 mm. camera, projector, and of the film itself as compared to the corresponding units for 16 mm. The lightest 35 mm. camera available weighs four or five times as much as the average 16 mm. camera, and the same applies to the projector. The 35 mm. film itself is required by law

to be kept in special tin boxes, so that each roll of film with its container weighs more than four or five times as much as the corresponding length of 16 mm. film. From the angle of portability and ease of handling, the 16 mm. equipment presents very decided advantages.

In conclusion, there is the statement quoted from the *Pennsylvania Medical Journal* for April, 1929, in a discussion, "Moving Pictures as an Aid in Teaching Ophthalmic Surgery," by Charles E. G. Shannon, M. D.: "While the 35 mm. or so called professional moving picture camera may have certain advantages, yet the 16 mm. camera is much easier to handle and less expensive, and I feel that the results obtained with it are wholly adequate for all teaching purposes."

16 mm. film presents such definite possibilities for medical work, that it is only fair that the facts be presented impartially, especially to those who are not in a position to consider the expense of 35 mm. pictures, and who would welcome the assurance that results will be obtained with 16 mm. films that will give them satisfaction.

An Error

DR. Frederick H. Kuegle's article "Our Economic Freedom" in April MEDICAL ECONOMICS, made this statement: "statistics show that approximately 75% of the hospitals in the United States at the present time are owned, operated, and in most instances, under the absolute control of religious sects."

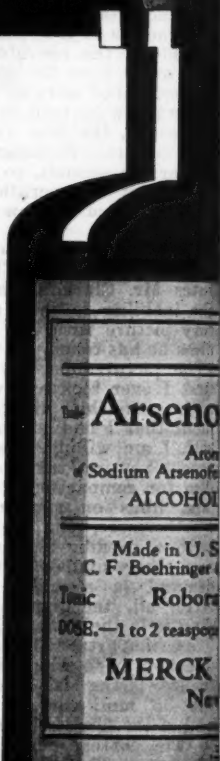
The figure in this statement should have been 15%.

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Here is a palatable and efficient blood builder, a combination of iron and arsenic, which can be readily taken by delicate women and children . . . Arsenoferratose because of its alterative and blood building effects is useful in the treatment of anemia, Basedow's disease and functional nervous disorders . . . Arsenoferratose is pleasant to take; it does not stain the teeth nor constipate and its use may be continued over long periods without giving rise to digestive disturbances . . . Your pharmacist can supply Arsenoferratose as liquid in 8 ounce bottles or as tablets in bottles of 75 . . . Write for literature.



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A Bill for Each Call

KEEPING RECORDS IN TRIPLICATE

By WHITMAN C. McCONNELL, M. D.

SINCE installing an original and simple system of financial and professional records two years ago, my collections have averaged higher than 90%.

Briefly, the system is this:

Each call is recorded on a printed form in triplicate, the form being of buff-colored ledger stock measuring $6\frac{1}{2}$ by $10\frac{1}{2}$ inches over-all. Each of the three sections of the form measures $6\frac{1}{2}$ by $3\frac{1}{2}$, and the forms are perforated to facilitate separating.

The original (illustrated here) is given to the patient at the time of the visit or is mailed immediately afterward to the stated address. The idea was adapted from the retail merchant's custom of issuing a memorandum with each purchase.

It has the effect of (1) frequent cash settlement, (2) keeping the patient informed of the amount of the bill to date, to avoid future misunderstanding.

For general practice it has the one drawback that the patient is likely to come less frequently by realizing the amount is increasing with each visit, but if it is considered that this feature interferes with proper contact with the case, it could be overcome by

holding the bills, clipping them together with the last bill uppermost, and mailing them at the completion of the treatment.

In a practice which sees a considerable number of transients, however, mailing the bills immediately has the effect of promptly showing the doctor his patient has given a wrong name and address, with the intent to defraud, as the envelope will be returned, stamped "unclaimed."

The duplicates are filed until the end of the month when all are mailed to the patient, the last date placed uppermost. This serves as an itemized statement without further bother. Windowed envelopes are used in all mailing.

The triplicate is filed in a ring binder. Mine are punched to fit the "Faultless" product. On the back of this triplicate record may be entered clinical notes. An (*) with the name indicates that further record has been made on larger-sized paper, and filed as per date, in a loose-leaf binder. Additional data pertaining to the

PATIENT	DATE	REF. BY	SERVICE	PAID	DR.	CL.	REL.
<p>REMIT DIRECTLY TO WHITMAN C. McCONNELL, M. D. CONSULTING INTERNIST-PSYCHIATRIST ST. PETERSBURG, FLORIDA</p>							

A bill is issued as part of the case record and due upon completion of each service rendered.



Iodine Medication Without Iodism

Indications

Chronic Rheumatoid
Arthritis
Arterio-Sclerosis
Bronchial Asthma
Chronic Bronchitis
Pulmonary Emphy-
sema
Simple Goitre
Obesity
Latent Syphilis



How to obtain the therapeutic effects of iodine without iodism has long been a difficult problem for the physician.

When iodine therapy is pushed, as in the treatment of destructive syphilitic lesions, iodism is likely to supervene. The patient complains of frontal headache, coryza and excessive flow of saliva; his skin breaks out with various lesions, particularly those of acne; and he may suffer from a cachexia.

The severity of the symptoms of iodism is directly proportional to the amount of iodine in the blood, which in turn depends upon the quantity administered.

Iodism, accordingly, may best be prevented by administering iodine in the form in which it is best utilized and longest retained by the body cells, so that the dose may be reduced to the absolute minimum compatible with therapeutic effect.

Riodine offers the physician a form of systemic iodine therapy that eliminates the danger of iodism. It assures a maximum utilization with minimum dosage.

Riodine is a 66% solution in oil of an iodized glyceric ether of ricinoleic acid containing about 17% of iodine.

The average time retention of iodine in the body when Riodine is used is 72 hours, or nearly double the body retention time when potassium iodide is used. Thus Riodine avoids the necessity of frequent and large doses of iodine which is what produces iodism.

*Full size package and literature
sent to physicians on request.*

GALLIA LABORATORIES, Inc., 337 Broadway, N. Y.

record may be attached by paste to the back of the triplicate or "Index Record."

In certain cases, charges may be made at a maximum rate, with the memorandum that a stated amount will be deducted if paid by the 10th of the month. This induces the slow but honest patient to pay the physician first, rather than the usual last. The rubber stamp impression containing this memorandum is placed on each of the three copies to avoid error later on.

If the patient has not responded to the usual monthly statement by the first of the following month, the regular statement form may be issued in duplicate, and the original sent by registered mail. The duplicate is filed until the next month when it is given to a personal collection representative. The personal, persuasive contact of a human being does not offend, and does often produce the desired results.

The original form in my triplicate system is illustrated with this article. The duplicate form is blank except for the following line at the bottom, "Statement of your account to date, indicated by the last item"—followed by a space for the amount, and my name and address.

The triplicate form contains a printed list for checking off the diagnostic records.

The rubber stamp referred to above reads: "For payment before 10th prox. deduct courtesy discount of \$—."

Tracing Dead-beats

EVERY physician is occasionally caught by a deadbeat who runs up a large bill and then departs suddenly for whereabouts unknown.

The doctor can not afford time for detective work on the trail of these patients, but his assis-

tant or representative may be glad to know of eighteen ways for tracing "skips," as given in the Alexander Hamilton Institute's Retail Trade Bulletin:

1. Interview a number of neighbors, not just one or two;
2. Send a telegram to the debtor's last known address and note the report made by the telegraph company;
3. Secure all data available through the telephone company;
4. Try the gas, electric and telephone companies for change of address, credit records and references;
5. Find out if the debtor belonged to a lodge or club;
6. Investigate the state records of automobile owners' and drivers' licenses;
7. Endeavor to locate records of other property owned in the city;
8. Check the chattel mortgages recorded and confer with other creditors;
9. Follow the clues presented by the movements of other members of the family;
10. Inquire at the nearest school regarding the children, if any, and their change of address;
11. Look through the general index of Justice Court suits instituted and see the plaintiffs in any of these;
12. Secure former addresses from old directories and question those in the vicinity;
13. Interview the local postman and other postal authorities for possible forwarding addresses for mail;
14. Try to find what trucking company moved the furniture and what their records show;
15. Make investigation at places where the debtor was formerly employed;
16. Inquire of railroads and other transportation companies;
17. Check any possible records at police station in the vicinity;
18. Inquire at the church to which the debtor's family belonged.



Technique: Kromayer Lamp, using suitable applicators, ray nasal cavity and throat. Treatments daily unless there is evidence of excessive reaction in any one locality, in which case treatments on that locality should be omitted until reaction dies down.

THE KROMAYER LAMP for Hay Fever

THERE is much favorable evidence for the use of ultraviolet in Hay Fever and Rhinitis. Together with the Kromayer Lamp general body radiations should be given with the Alpine Sun Lamp.

Hanovia Quartz Mercury Lamps assure the proper intensity of ultraviolet as well as ease of administration and dosage control.

With more than 170,000 Hanovia Lamps in use by the profession all over the world, a large share of the clinical knowledge and technique of ultraviolet is due to equipment developed and manufactured by Hanovia—the leaders in Quartz-Mercury Lamps for twenty-five years.



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The Doctor and his Investments

By MERRYLE STANLEY RUKEYSER

AN EAR TO WALL STREET

Business of late has lost its flavor of melodrama. It has been deadly dull from a news standpoint. It has lacked the excitement of boom and the emotional stress which comes from a decisive decline. Without color, business in the large has been moving sideways near the bottom for many weeks.

Although the fantastic hopes of superficial speculators have not been fulfilled, the first quarter has put props under the hoped-for structure of business recovery. In a negative way, the developments have been favorable. Business in general has ceased declining. Furthermore, the delusive pessimism, which reached its climax last December, has yielded to a saner confidence in the American capacity for economic recuperation.

Business has been going through the extended valley of depression, and each week approaches nearer the slope of improvement. It is not extraordinary that the period of resting in a nearly prostrate state has been protracted. The nature of recovery is conditioned by the seriousness of the disease.

With deflation largely behind us, the opportunities are large for aggressive and intelligent merchandisers and for canny investors. Even through the dark period of 1930, when corporate

earnings in the aggregate were down about 34 per cent, more than 200 exceptional corporations succeeded in bucking the trend and reported larger profits in 1930 than in 1929.

For the most part these unusual profit makers were headed by men who took the leadership in adjusting themselves to the current mandate for economy and elimination of waste, while their competitors drifted. Moreover, certain industries, such as tobacco, movies, chewing gum, food-stuffs, power and light and telephone showed themselves to be relatively depression proof. Others, like the great raw material companies and the railroads, appeared unusually vulnerable. It has become apparent that the railroads share fully in the losses of depression, but do not participate completely in the fruits of prosperity.

Business is now in the painful state of attempting to generate the energy for a major change of trend. The immediate picture is blurred and contradictory. There is still reason to believe that aggregate business in 1931 will be better in the second half of the year than the first. There remains ground for hope also that American business may attain computed statistical normal before the end of 1932.

The Product of Liver Extract and Hemo- globin Compound

Compounded at
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HEMO-GLYCOGEN

Mail the
Coupon for
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IN CASES OF PREGNANCY

In 50% of all cases of pregnancy, anemia has been observed. Every expectant mother should be prepared for the delivery by keeping her blood count on the level, with HEMO-GLYCOGEN, prepared from hemoglobin, liver extract and blood serum. (Administered by mouth). A quick response by increase of the hemoglobin and the red cell count in the blood of the patient will be observed. HEMO-GLYCOGEN is indicated in general anemia, chronic debilitating diseases and in malnutrition requiring a general tonic.

Dispensed through physicians.
Full size bottle mailed free on request for physicians use.

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Rockford, Illinois

Please mail free one full size bottle
HEMO-GLYCOGEN for my use.

Dr.

Address.....

Meantime, the apathy and discouragement of the mediocre gives leaders an opportunity to use advertising and merchandising skill greatly to improve their relative position in the field. Many are already doing this, and under the surface there is a far-reaching redistribution of economic power and prestige.

When the depression is over, it will be the main job of industrial statesmen to seek to impart more stability to trade and at least to set up reserves against unemployment.

It is not necessary to go as far as social visionaries. A distinct step forward would be for the majority of corporations to emulate the enlightened few companies which have already undertaken to help their employees through lean periods.

Among the larger companies, the General Electric Company has a plan under which it matches contributions of workers equal to 1 per cent of their salary to an unemployment fund. The proceeds take care of laid off workers at one half pay beginning two weeks after the period of unemployment and lasting not more than ten weeks out of each year.

Funds have been established in New York City by the clothing and fur trades which are intended to relieve the most needy unemployed in these fields. The men's clothing trade at Rochester, N. Y. supports a similar fund.

Individual corporations, including the American Rolling Mill Company, the Associated Oil Company, Dennison Manufacturing Company, Hart, Schaffner & Marx, A. Nash Company and Standard Oil of Ohio, have experimented with the so-called "Dismissal wage," which is intended to take care of workers

who are discharged without personal cause, until they can make new contacts.

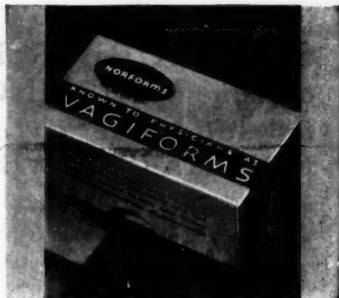
Professional men ought to take a special interest in these humane attempts to reduce pauperization and malnutrition which are the invisible results of widespread depression.

The stock market has been upset by mass changes in sentiment. Too many people get optimistic and pessimistic at the same time. After the winter rally, there was a mass movement to get out of stocks. Moving with the crowds yields little profit to investors, who frequently do best when they buck the trend, buying in periods of weakness and reducing their commitments in advancing markets.

There has been a mass movement against railroad securities. Unquestionably, the carriers are in a serious position, but numerous unfavorable arguments, such as the competition of busses, trucks, canal boats, and pipe-lines were equally applicable when railroad stocks were twice as high. The securities of the railroads, which have retained their earning power, seems oversold. It is perhaps significant that the traffic declines were checked in December.

Even if no improvement in earnings is shown over the low rate established in the first quarter, a few superior roads, like Chesapeake & Ohio, Norfolk & Western, Bangor & Aroostook, Union Pacific, Delaware & Hudson, New Haven and Pennsylvania, are likely to earn their present dividends, with a margin to spare. Furthermore, among the leaders, the subjoined companies are likely almost to earn their present dividends: Atchison, Great Northern, New York Central, and Baltimore & Ohio.

[TURN THE PAGE]



R

NORFORMS

IN Norforms, the physician will find a vaginal antiseptic capable of prolonged contact with the tissues, and non-irritating in effect.

Norforms are designed to melt quickly at body temperature and to diffuse active medication throughout the vaginal area.

Norforms are the original Vagiform formula, indicated for leucorrhea, vaginitis and cervicitis as well as general vaginal prophylaxis. Full description and samples supplied free, on physician's request.

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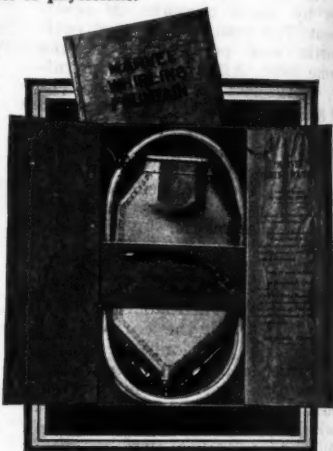
Norwich

SOFT RUBBER RECTAL TUBES and the WHIRLING SPRAY DEVICE as separate attachments in the NEW MARVEL WHIRLING FOUNTAIN

Three features of the New Marvel Whirling Fountain Outfit, unobtainable elsewhere, are of keen interest to physicians.

- (1) Two soft rubber, flexible rectal tubes (large and small size) which eliminate muscular reaction and the possibility of bruising. An obvious improvement.
- (2) The Marvel Whirling Spray Device as a separate attachment. The flow is not only whirled to dilate area contacted, but the force of the flow is uniform at all times.
- (3) An oversize $2\frac{1}{2}$ quart bag which provides adequate capacity for douches or enemas. The bag is *guaranteed for five years*. The tubing is a full six feet, one or two feet longer than the usual size.

The New Marvel Whirling Fountain sells for \$5.00. Any dealer can supply it on your prescription or request. The coupon will bring descriptive literature, together with Dr. Winfield Scott Pugh's latest article on "Feminine Hygiene and the Physician."



THE MARVEL COMPANY,
P. O. Box 1911, New Haven, Conn.

M. E. 5

Gentlemen: Please send me free your booklet "Feminine Hygiene and the Physician" by Dr. Winfield Scott Pugh.

Name

Address

City State

THE MARVEL COMPANY OF NEW HAVEN

May, 1931

75

DISCRIMINATING investors have to an increasing extent in recent years relied on earning power as a guide to corporate investment values.

The baffling factor in the equation is to determine scientifically what earning power is.

If only present, immediate earnings are considered, then some properties, with enormously valuable mines, plants and factories, are valueless, because they are temporarily operating at a loss. Obviously, the investor must look beyond his own nose.

On the other hand, if he considers only the abnormal peak earnings of a period, such as the first half of 1929, the tendency is greatly to exaggerate the true earning power of a company.

As Sir Josiah Stamp, an exceedingly wise Englishman, pointed out on his last visit to America, investors are making the mistake of looking at earnings for too short a period. From the standpoint of seasoned investment, the real measure is earning power through the years and through all phases of the business cycle.

But past performance alone is not enough. Business is a perpetual respecter of the law of change, and companies which do not keep abreast of the times, gradually tend to wither and fade away. The blue chips of one epoch may become the failures of the next. Ideas that bring success for a time gradually become obsolete and unsalable. The ferry companies around New York City showed magnificent earnings for a period of years. Then bridges and tunnels were built, and the prosperity of ferry companies was destroyed.

Investment value depends not only on past accomplishment but on future prospects and possibilities. A dead horse is never a good investment.

What will be the blue chips, the premier stocks, a decade hence?

If you polled a group of experts, you could be reasonably sure that the consensus of opinion would be partly wrong.

New and unpredictable factors would upset the best laid plans, and the only avenue to sound investment is perpetual watching of investments and reappraising them in the light of changing conditions. It is costly to buy securities, lock them up in safe deposit boxes, forgetting about them. A financial health examination is necessary at least once a year. I am suggesting a technique for such testing of investments in a forthcoming volume entitled "The Doctor and His Investments," which will be published in June by P. Blakiston's Son & Co., Inc., of Philadelphia.

In picking the blue chips for the next decade, the investor must consider the fashion element in investments, as well as intrinsic merit. But the true investor who buys on merit, rather than on popularity, can be reasonably sure that in time the public will recognize intrinsic worth.

Corporations that are adjusted to the changing tempo of American business, rather than has-beens, should get especial consideration. Industries whose full fruition lies ahead of them, like aviation, radio, industrial chemistry, power and light, and natural gas deserve especial consideration. And, in picking individual issues in these and other fields, the investor should reduce his hazards by selecting the outstanding company with the best management.

In past depressions, it has always been profitable to acquire shares of well managed companies, with a good future, at prices which seemed high on the basis of current subnormal earnings. The prospects of a pickup in American business has always been fulfilled.

Last year, when general corporate profits were down 34%,

Reduce Excess Stomach Acid

COLLOIDALLY



THE latest, most effective and lasting way of treating conditions of gastric hyperacidity is by Colloido-Chemical Adsorption.

This is a discovery of colloidal chemistry. It involves the use of a Colloidal Type of Aluminum Hydroxide known as ALUCOL.

ALUCOL is non-toxic. It fixes excess acid and removes it from the stomach. As it does not completely neutralize, it permits continuance of peptic digestion.

ALUCOL cannot produce an alkalosis. Nor does it cause a secondary and more pronounced rebound of acid commonly observed after alkaline medication.

ALUCOL

(COLLOIDAL HYDROXIDE OF ALUMINUM)

Every physician interested in antacid therapy is urged to write for a trial supply of ALUCOL and full information.

Use Coupon Below

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Dept. M.E. 5

Please send me, without obligation, a container of ALUCOL for clinical test, with literature.

Dr. _____

Address _____

City _____ State _____

more than two hundred exceptional performers actually increased their profits. Investors will do well to give consideration to outstanding companies which maintained their earning power even through a period of maximum depression.

During the orgy of liquidation which culminated last December, the financial public, reflecting panicky fright, was liquidating indiscriminately. I made a compilation of the stock market behavior of all listed companies and of that of companies which showed increased profits for the period. My study strangely enough showed that the good earners had fared worse market-wise than the average list of all stocks, but since then the market became more selective, and tended to correct some of these absurdities. At the time, 1300 listed stocks showed a decline of 38 per cent from the 1929 peak, whereas a list of forty companies which improved their net income declined 48%.

One possible explanation of the absurd situation is that the companies which bucked the trend were for the most part not blue chips, but included some of the newer and smaller companies. Whether they include the blue chips of the next decade is a matter of conjecture. Those that bucked the trend were extraordinary performers, and in most instances were not the most seasoned of companies.

As a matter of fact, 1929 peak prices reflected the Klondike get-rich-quick valuations of immature and deluded speculators. On the other hand, December, 1930, low prices represented what various stocks would bring at forced sales.

Past performance of companies is no perfect guide to stock values. This truth has recently been statistically demonstrated anew by studies of the Standard Statistics Company. Desiring to investigate whether the principle

behind fixed investment trusts was economically sound, the Standard Statistics Company reports: "We have engaged in considerable impartial research in an effort to determine whether or not the fixed trust is sound or unsound in principle. In our studies, we went back to the year 1900 and in perfectly unbiased manner selected the 20 leading blue chip issues of that year. We repeated this performance at 5-year intervals. This gave us 6 hypothetical fixed trust investments each containing 20 selected stocks. Then we proceeded to bring these instruments up to date, operating the trust precisely as the usual fixed trust must operate under its covenant. As any of the underlying stocks omitted dividends they were forthwith sold and the proceeds distributed, etc.

"In every instance we found that with the passage of time decay commenced in each of these trusts and grew progressively worse the longer the instrument remained in existence. It is our belief that the fixed trusts of the present will have similar histories. For even as this is written, some of the instruments which have been in existence less than three years already have underlying stock on which dividends have been reduced and it is by no means improbable that the next adverse development will be dividend omissions, at which time the trustees will be called upon to liquidate these holdings."

Companies which spend liberally on research, like General Electric Company, the American Telephone Company, E. I. du Pont de Nemours & Company, General Motors Corporation, Union Carbide & Carbide, United Air & Transport Company, and Electric Bond & Share, put themselves in position to resist the ravages of time.

Relieving Foot Pains

often an important part in therapeutic measures you employ

Painful feet, callosities, enlarged joints, etc. caused by weak-foot, fallen arch, have, through reflex action, profound effects on other parts of the body.

Because the time, thought and effort of the average physician is taken up by regular and special practice, it is not strange that foot lesions have been given minor attention.

But now, through a nationally organized Foot Comfort Service, an ethical system of mechanical treatment has been created, which many physicians have found of invaluable aid to themselves and their patients.

It was perfected by Wm. M. Scholl, M. D., internationally known foot authority.

For diagnosis of mechanical foot defects, Dr. Scholl perfected the Podo-graph. This device makes impressions of the soles of the stockinged feet and reveals the nature and extent of any foot arch weakness.

Simply send your patient with your professional card to any leading Shoe or Department store where Dr. Scholl's Foot Comfort Service is maintained.

Foot Comfort Technicians there will make Podo-graphic impressions of the patient's feet. If Dr. Scholl's Arch Supports are needed, they will be **MOLDED** to conform to the individual's arches, giving the right support where support is needed.

Later, as the condition improves, the supports are raised. Complete correction soon follows, after which they may be discarded.

Mail coupon for professional literature and name and address of nearest dealer.



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M. E. 9

Please send me your literature on the Feet and name and address of nearest Service Dealer.

Name M. D.

Address State City

Speaking Frankly

[FROM PAGE 7] On the other hand, there are probably many physicians, less capable, as physicians, than the husband of A. R., but who have actual business ability and who steadily prove that it is possible for physicians to collect their accounts and who make a comfortable living, to save, and even to invest wisely and profitably.

It is hard to change a man's nature and since it is foreign to the nature of this physician to be business-like, it is possible that his wife can do what many wives of physicians have done—help on the business side.

She can record the calls of the patients, and the doctor's calls at their homes, the treatment given, and possibly, with the co-operation of the physician, a history of the case. She can see that it is promptly and properly charged, that a properly made out bill is sent out the first of each month, and that it is followed up for payment.

It might be a little awkward and hard and inconvenient at first, but I am sure she would soon become accustomed to the work, and I am sure it would increase the family income and greatly add to the peace and comfort of herself and her husband. Carroll Dunham Smith

Not liable

TO THE EDITOR:

In reference to the article in *MEDICAL ECONOMICS* recently on the subject of "Who Pays?" it stands to reason that a parent is not liable financially for medical services rendered to a child of legal age, and that no third party is responsible for any debt incurred by anyone else, mercantile or medical, without a contractual promise to that effect, whether that third party be a member of the family, close or remote, or a total stranger.

But it may be of interest to readers to learn that, in Missouri at least, a husband is not financially liable for medical services rendered to his wife unless he makes a definite promise to pay either in writing or in the presence of a witness.

We physicians assume that a man is liable for his wife's debts. When rendering medical or surgical services to a woman we never stop to obtain her husband's written or oral promise to pay for such services. In the first place, most men have a sense of honor and obligation which we tacitly assume and in which, usually, we are not mistaken. Secondly, to have to pin the husband down to a definite promise to pay for services rendered every time we have to treat or operate upon a married woman would make us feel that we are injuring our standing with the people concerned. But nevertheless, legally the fact is there. It cost me one hundred dollars to find it out.

A few years ago I operated upon a woman. The fee was to be \$125. At the hospital her husband was in her room and very solicitous about her welfare. Some time later she brought me, on one of her visits to the office, \$25 on account in cash. That's all I ever saw. I finally had to bring suit for the balance and my lawyer sued both the patient and her husband. At the trial the judge inquired how the \$25 was paid—whether by check (and by whom signed) or in cash.

Since it was the woman who paid the money and since the man had made no promise, written or oral, to pay for the operation on his wife, the suit against him was dismissed because, as the judge ruled, "the woman is a person in her own right and empowered legally to make her own contracts."

To my statement that the husband was at the hospital and knew fully what was being done,

A Way to Detoxify the Bowel



DETOXIFICATION with Soricin (purified sodium ricinoleate) has opened up an entirely new method of combating infection.

When Larson conducted his original research with this product, he confined his attention to its effects on mouth bacteria. He showed that Soricin has the power to render pathogenic organisms non-pathogenic, and to detoxify their toxins. This prevents the absorption of toxins from the focus of infection and the consequent development of secondary infections.

Not only has this work been confirmed by Cesari, Cotoni and others at the Pasteur Institute, but more recent investigations by Morris, Dorst and others have demonstrated the possibility of applying the principle of detoxification to the treatment of bowel conditions.

Clinical studies in this impor-

tant field have been reported in the American Journal of Medical Sciences, November, 1930, No. 5, Vol. clxxx, page 650. In their conclusions the authors state: "Sodium ricinoleate detoxifies many organisms in the enteric flora in vitro, as demonstrated by the disappearance of skin reactions upon the injections of strains which, before detoxification, have given marked reactions. There is worthy evidence to suggest that sodium ricinoleate, administered by mouth, exerts a detoxifying action on the enteric flora in vivo."

Of course, you are interested in the possibilities which this work opens up, and would like to confirm the reported findings in your own experience. Let us send you the available data together with supply of Soricin Capsules for clinical test. Soricin Capsules are sold in Boxes of 40 and 100. **THE WM. S. MERRELL COMPANY, CINCINNATI, OHIO.**

ADV.

the judge replied that "he was merely there as her best friend and that that alone did not bind him to any obligation for the operation."

Consequently those of us who are under the impression that a husband is bound to pay his wife's debts are very much in error. Perhaps the obligation applies to merchandise but not to medical services.

Of course I obtained a judgment against the woman but so far it has not been paid and never will be apparently. P. F.

Black sheep

TO THE EDITOR:
Replying to Dr.

J. K. Sutherland's letter entitled "Druggist" in this department recently, it certainly seems that the above gentleman is thoroughly convinced that all pharmacists are incompetent, dishonest and stupid.

For the most part his statements are grossly exaggerated. He refers to a by-gone age when he mentions the completion of a pharmacy course in six months at night. The requirements for a Ph.G. degree are now three years, and in 1932 will be four years. Neither is it beyond the memory of some of the profession when the required period of study for a physician was but two years.

A philosopher once said, "He who has knowledge and is not willing to disseminate that knowledge is not worthy of it." It is true pharmacists are usually willing to give people information regarding health, but there are very few instances where a druggist actually prescribes or treats a person. In fact they are the ones who recommend that a physician be consulted. As for advising the public that consulting a physician is a waste of money and foolish, it is almost impossible to conceive a pharmacist in his right mind saying such a thing.

Dr. Sutherland further belittles

our profession by saying that much more is charged for medicaments on prescription than if called for by name. The reason is perfectly obvious: the prescription must be interpreted, compounded and dispensed which whole procedure takes a minimum of about 15 minutes, whereas a druggist could sell any preparation when called for directly by name in one minute. His viewpoint seems to assume that the pharmacist's time is worth nothing.

"It is gratifying to note that the A. & P. and other grocery stores are selling more and more patent medicines", says Dr. Sutherland. Heavily advertised patent medicines good or bad have done more to foster and encourage self-medication than the profession of pharmacy since it gave up trying to convert lead to gold.

I might also add that many ethical pharmacies carry thousands of dollars worth of rare and costly drugs and biologicals which in most cases constitute a dead loss. Do they do this for their own benefit or the physician's?

That the pharmacist is responsible in the eyes of the law for the accuracy and safety of every prescription accepted by him and that he is willing to fill that prescription at any time of the day or night certainly merits consideration.

It is too bad that Dr. Sutherland has come in contact with the undesirable exceptions of the profession, but it is needless to say that every family has its black sheep.

Louis Stambosky, Ph.G.

Helpful

TO THE EDITOR:

I find that I derive more helpful suggestions and constructive ideas from MEDICAL ECONOMICS than from any other medical publication that I receive. More power to you!

T. S. Barnett, M.D.

Where Purity Counts ~ ~

DOCTOR: "You sent the patient Kellogg's tasteless, of course?"

DRUGGIST: "Yes indeed. Kellogg's tasteless castor oil is the only kind I dispense on physicians orders."



Physicians are invited to write Walter Janvier, Inc., 121 Varick St., New York City, for a trial size bottle free.



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On the Air

[FROM PAGE 32] *Public demand and professional awakening have come simultaneously.* The vast majority of our doctors are sold on the idea. The A.M.A. has set a precedent. The only issue in the campaign of "Popular Medicine by Radio" is its conduct with tact and discretion. We must ensure dignity and save embarrassment.

Here is a typical broadcast:

George Washington died of quinsy sore throat. This fact alone ought to make the subject of quinsy interesting to us. It should be more interesting because the season of quinsy is before us. Quinsy is a seasonal disease. It occurs more frequently in the early spring and the late fall. Because it is so common, so painful, and sometimes so serious, a few words on the subject of quinsy may be welcomed at this time. Better to bring out some of its characteristics, we have arranged this talk in interview form.

Doctor: Mr. Higgins, your sister has an attack of quinsy at this moment, hasn't she?

Patient: Yes, she has a pretty bad sore throat. I just came in to find out more about it. We are worried about her. Just what is quinsy, doctor?

Doctor: Well, that's easy. A quinsy sore throat is an abscess of the throat—more strictly, an abscess of the tonsil. It is usually one-sided.

Patient: I guess that explains why all her pain is on the right side, at least now. At first though, she complained of sore throat on both sides.

Doctor: Well, that's easy, too. Your sister started, probably, with a tonsillitis. That is bilateral. Later, the tonsillitis cleared and left a one-sided complication, or what we call quinsy.

Patient: Do all cases of tonsillitis get quinsy?

Doctor: Fortunately, no. Some do—some don't.

Patient: Is there any reason why one person develops it and another doesn't?

Doctor: No—there is no rule. One person is susceptible and another isn't just as one person gets boils and another doesn't; one gets measles and the other doesn't; and so forth. The one thing outstanding about quinsy, however, is this: once a patient gets quinsy, he is marked. I mean he will get quinsy again and again, unless in the meantime he gets his tonsils removed.

Patient: Well that explains one thing at any rate. This is the fifth attack of quinsy my sister has had. She was told to have her tonsils out after the first attack. But she didn't. Do they always

get as sick as she is? She hasn't eaten a thing for nearly a week?

Doctor: Yes, eating is almost impossible. Quinsy is a very severe disease. Apart from the fever and the severe poisoning that goes with it, the abscess keeps getting bigger and bigger in the throat, so that swallowing becomes more and more difficult. The patient goes through a period of semi-starvation. He loses weight and strength, which makes the disease just so much worse.

Patient: Well, that explains why Sis looks so "washed out." By the way, I notice every time she tries to swallow she holds her hand to her ear. Why is this?

Doctor: Ear-ache with quinsy is very common. Of course it is always on the affected side. It isn't a true ear-ache, which is a thump, thump, thump! It is more of a shooting or stabbing pain in the ear. The pain, is, as we say, "referred" to the ear from the sore throat by a delicate nerve-connection.

Patient: She has a lot of pains in her knees and her ankles too. Do they go with quinsy?

Doctor: Not always! Probably more muscle soreness than actual rheumatism. Your sister can consider herself lucky if she does not get "rheumatism." Rheumatism is quite a familiar complication of quinsy.

Patient: Are there any other complications that go with it?

Doctor: Yes. Many times the heart may be damaged by the infection. Heart trouble is a serious complication at times, and may leave a permanent invalid. The infection may also attack the kidneys and cause Bright's disease.

Patient: Well, this is getting more and more serious. I never dreamed there were so many possibilities, I just thought quinsy was a sore throat.

Doctor: It starts as a sore throat but the poison from the abscess may travel all through the "system," as they say.

Patient: Isn't there any way to short-cut the disease and prevent these complications? Poor Sis just lies there and is waiting for her quinsy to "break."

Doctor: Oh, yes, there's a way. The abscess can be opened early by your doctor and prevent much needless suffering.

ANGOSTURA

DR. SIEGERT'S

The familiar flavor powerfully masks unpleasant drugs. A stomachic— aids the flow of digestive juices; a carminative—expels gases; an appetizer—often effective in the most stubborn cases of anorexia, during convalescence, following prolonged illnesses; in secondary and pernicious anemias and in wasting diseases, tuberculosis, etc. Elix. Ang. Amari Sgt.—q. s. Send for sample.

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People used to have the idea that they should wait until a quinsy "broke." This is all wrong. The doctor's knife may seem to be cruel but at such times it is merciful. A good doctor in quinsy is the patient's best friend.

Patient: I'll do my best to persuade her. She has always been so well between attacks, that I guess she forgets to go through with her resolution. Aren't people mostly that way?

Doctor: Yes, many people are. When they are sick, they promise themselves never to put their necks in a noose again. When they get well, they forget pretty easily.

Patient: Isn't it painful to have your tonsils out?

Doctor: Yes, but having your tonsils out once isn't one fifth as painful as having five attacks of quinsy. And, besides, think of the chances a patient runs from the danger of quinsy complications.

Patient: You are right, doctor. You have certainly convinced me. I want to thank you for your kindness and patience in giving me this information. I'll tell Sis as soon as I get home. By the way, should she wait till summer to have her tonsils out?

Doctor: No—the weather has nothing to do with it. Quinsied-tonsils are dangerous tonsils. Have them out several weeks after she recovers from this quinsy attack. As long as the tonsils are in, she is sitting on a keg of dynamite. She doesn't know when it might explode. What the average doctor sees in the way of suffering from quinsy, both as regards the local sore throat and the frequent general complications, leaves no alternative. After one attack of quinsy, have your tonsils out AT ONCE.

And here is The Case of Frenchie, a broadcast that varied from those given previously:

Ladies and Gentlemen of the Radio Audience:

You who have listened in to our regular Tuesday morning and Saturday evening HEALTH TALKS may be tired of technical medical subjects. We have chosen to wander afield tonight, and give

you a sort of medical side-light.

Let us tell you about the case of "Frenchie." We shall call him "Frenchie" first, because he was a Frenchman, and second, because he proved as doleful in his gloom and as effusive in his joy, as only a Frenchman can.

It was one of those gala days when a circus was in town. This was still in a time when circuses felt they must parade through the streets in the morning to awaken public interest in the afternoon and evening performances.

As it happened the parade was scheduled to pass our office doors in half an hour. Both sides of the street for several blocks were lined with people. We could see them standing five or six deep, and in addition a milling mass elbowing it's way north and south on the sidewalk. You have all noticed how a waiting crowd keeps moving restlessly about for no good reason at all or because it seeks for points of better vantage.

Suddenly, out of the milling mass came "Frenchie." It was almost ludicrous to see him shepherding through the crowd his flock of five or six youngsters and leaving his faithful wife unshepherded to bring up the rear.

Straight for our door came "Frenchie." We had taken care of several of his children at odd times before, so naturally expected it might be one of his children again.

But this time it was "Frenchie" himself. He explained he had been as "deaf as a post" for the past six months. He didn't expect anything could be done for him. He hadn't come with that in mind, because he knew it was hopeless. He was here now only because there was a parade and the children might enjoy it. Since the parade passed by his doctor's door, maybe he might just run in before the parade started and tell the doctor how the "bon Dieu" had seen fit to take away his hearing.

Good old "Frenchie!" His first thought was always for his children. If any of the youngsters ever developed a pain or an ache, he rushed them post-haste to the doctor and stood solicitously by while their needs were being administered. Now that he himself had an ailment, it never entered his simple head that there might be a possible remedy for him.



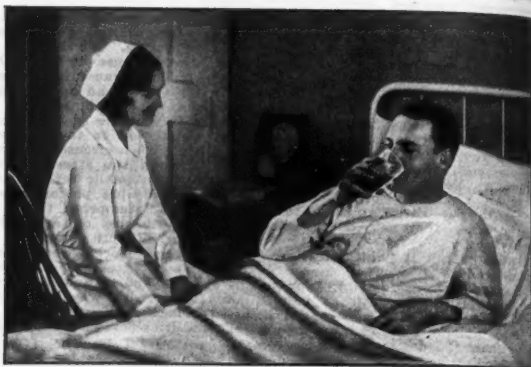
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aids digestion by helping to digest the starches of other foods.

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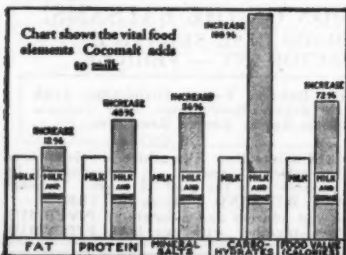


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"Frenchie" was deaf all right, not just deafened, but stone deaf. In characteristic French fashion, he did all the talking accompanied by a flood of truly Gallic gestures. He wasn't in a "listening mood," partly because he was a Frenchman and partly because he couldn't hear our questions. To see his slight figure bent in true Continental fashion, to note his attitude of fussy, but dignified, importance, to watch his overgrown mustaches bob as he talked, to catch the perfect timing of these with his gestures and nuances indicative of despair—the while he kept his inquisitive brood out of medicine-cabinet and kit-bag—is a picture to which only an Irvin Cobb in his most humorous vein could do justice.

It took some persuasion to get "Frenchie" into the examining chair. At last, however, he was ensconced. One look was all that was necessary for us to see that his deafness was due to plugs of wax completely filling his ear canals. It was useless to tell him so, because, as we mentioned before, he was in no "listening mood."

Well, we went to work. It took about fifteen or twenty minutes of digging and blasting and force-pumping to make even the slightest impression on those wax plugs. They seemed there to stay; almost as hard and as tenacious as cement. Finally a plug was released about one inch long, and as thick as a lead pencil.

It was just at this moment that the parade elected to pass and the band blared out in all its discordant glory.

"Frenchie" leaped from his chair into the middle of the room, looked first incredulously from one to the other, started to speak, thought better of it, cupped his hand to his ear, and then burst out: "By Gar, I hear music." He still might have thought it only an hallucination of sound if his children's cries had not attracted his attention through the open window to the reality of the elephants, the camels, the circus-wagons, and—the blaring band.

Nothing would do but to have that other ear cleaned out at once and in the same way. The parade was forgotten. That slight figure swelled into one of positive majesty. The expression of hopelessness of a moment before became almost beatified. The tears stood in his eyes, as he shouted first to Mama: "Mama, I hear again!" and to the children: "Children, your father is deaf no longer. He hears again! Thank the good God!"

The picture of "Frenchie" at this moment will always be green in our memory. Such effusive joy it has never been our privilege to see demonstrated. Be it noted, the doctor's successes here and there are his only compensation for the sorrow of his failures.

Nor did "Frenchie" stop at single words of gratitude. The last chapter of his story has not been told. True to his character, he set out to prove his gratitude by deeds. Wherever he dug up the host of deaf people is a mystery known only to himself. The fact remains, how-

ever, that since the little incident related, he has shepherded, like he shepherded his children on circus day, more deaf people to our doors than we knew existed. To all he insisted that their case is not hopeless. Look, he says, what was done for him. This is his unanswerable argument. Some of course have been helped. Others have not been helped. To none of the latter, however, will he permit one word of reproach against his doctor. The fault in some inexplicable way must lie with them. He will not even hear of distinctions from us on types of deafness that are curable and types that are incurable. In his lexicon, all deafness is curable because he was cured. He has the courage of his convictions. His is not the spirit of gratitude alone. His gratitude is tinged with the Samaritan spirit of helping a fellow man in distress. He is a true Crusader. We shall look far for a nobler soul than "Frenchie's."

Ladies and gentlemen of the radio audience: This is the simple story of "Frenchie." It shows a human side to medical practice. Medicine deals not alone with pills and potions or with hands and scalpel. It deals also with humanity and its emotions. Out of his vast experience, your doctor has a fund of similar anecdotes that reveal both humor and pathos. Let him tell them to you on various occasions. Let him show you the human side of medicine just as does "The Case of Frenchie."



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Read Your Contract

I DID, JUST IN TIME!

By E. L. WORTH, M.D.

THE surest way to gain a large return in money for the time spent is by following the oft-neglected advice: "Read your contract." This idea was once brought home to me when I paused for a few moments to read a contract which I was about to sign.

In the town where I was practicing there was one outstanding citizen. He had held public office, was an officer of several prominent lodges, a leader in church and in society and he stood head and shoulders above the rest in a business way.

He was manager of a successful and profitable business which seemed to have a near monopoly. This business had been started and built up by his own efforts, founded upon a deposit of peculiar clay which existed in that neighborhood. From this clay his plant manufactured a fire-brick which had a ready and seemingly unlimited market.

There was only one flaw in the success he had achieved and that was the fact that the owners of the plant refused to let him have an interest in the company. They insisted that he remain with them on a salary basis. This situation finally became unbearable to him, and he resolved to branch out for himself.

Leasing some adjoining land which had a deposit of the same sort of clay, he placed the organization of a new company in the hands of a firm who made a business of incorporating and financing such enterprises. Salesmen came to our town taking

subscriptions for the stock of the new fire-brick company, and everyone who could scrape together a few dollars subscribed for all the stock he could handle. The money of widows and orphans went into it without question.

This could not be considered a wild-cat proposition. The prominent citizen was planning to do for himself what he had already done for others, under identical conditions. Only one outcome seemed possible. With an abundance of raw material and his expert knowledge of manufacturing and marketing the product, the more modern plant which he planned to erect must crowd the old concern off the boards.

My wife and I subscribed to the limit of our ability and we thought we were lucky to have the chance. But when I came to sign the contract for purchase of the stock, there was one peculiar phrase which I, apparently, was the only one in the community to notice.

This clause read: "Ten days after written notice from the company the purchaser shall pay twenty-five per cent of the purchase price" and the balance in monthly payments. For what reason that provision was inserted will always remain an unsolved riddle.

After the contract had been signed, the salesman asked me for a check for twenty-five per cent of the amount subscribed.

"But," I objected, "this does not call for any payment now.

It says in the contract: "Ten days after written notice from the company'."

"Oh, very well," he replied, "all the others are paying now and I thought you might want to get it off your mind. If you prefer, the company will send you a written notice."

The salesman departed with the money of all the other subscribers and we awaited developments. Time passed and there was no evidence of activity on the part of the company. Every one still seemed to have unshaken confidence, but my enthusiasm began to cool.

After some time my salesman came back and again asked for my check. But this time, instead of laying my cards on the table, it seemed better to play them closer to my chest. I told him that my money would not be available until after interest date and he went away satisfied with my assurance that "I would live up to my contract."



A few months later I received a letter asking for my remittance. But it was written by hand on a plain sheet of paper, without letter head, and the address given was a hotel instead of an office building. As it was not an official notice from the company it was ignored.

The outcome? Nothing was ever done about putting the new

company into operation. Not a cent of the money was ever spent in our town. Every investor except myself lost all of the twenty-five per cent first payment together with any subsequent payments which had been made.

Our prominent citizen boarded a train to "go and sign contracts for machinery." He never returned, nor was he ever heard of again to the best of my knowledge. And the only reason I did not lose money with the rest, was because I had spent a few moments reading my contract.

Recognize the Bait

[FROM PAGE 23] Not for the sale of stock. Oh, dear, no! That might follow incidentally—very incidentally but very certainly—in due time. Just now he was being offered a place on the "Advisory Board," to assist the Board of Directors in the supervision of the business.

The unsuspecting doctor, unaware that a similar racket was being worked over the whole state, presumed that he had been selected as one of the chosen few for a pleasing honor. Protesting his lack of knowledge of the business in which it was proposed that he engage, and suggesting his disinclination or inability to invest in the stock, he asked to be excused.

His objections were swept away in the storm of enthusiasm upon which the organization was riding to success. It was suggested that he purchase only a nominal amount of the stock. It was "nominal" whether the amount was \$500 or \$10,000. Finally he signed an innocent looking letter in which he accepted a place on the "Advisory Board," and even got to the point of congratulating himself at get-

Use DRYCO

when the baby's stomach rebels

EVERY year you see large numbers of babies whose stools have been loose during the summer months and who are weakened, anemic and emaciated because of their inability to digest and assimilate their food.

DRYCO is so readily adapted to these cases that it has been, for over a period of many years and in every part of the world, the milk chosen by thousands of physicians in difficult feeding cases.

The Nutritive Value of Volume of DRYCO Can Be Increased or Decreased as the Baby's Tolerance Demands!

DRYCO

DRYCO IS AN IDEAL TRANSITIONAL FOOD

THE DRY MILK CO., Inc., Dept. M. E.
205 East 42nd Street, New York, N. Y.

Gentlemen:

Please send me clinical data and samples of DRYCO.

Name
Street
City..... State.....

ting on a bit in business as well as in his chosen profession.

Events moved along swiftly. Within forty-eight hours after he had closed with the promoter, a patient, during a call at the doctor's office, casually remarked that he had invested \$10,000 in the new company, relying mainly on the fact that the doctor was a "member of the board." The doctor was somewhat shocked, but wholly at loss to know what to say. He had himself subscribed for \$500.

So he simply smiled, treated the remark as casually as the patient had made it, and said he hoped the investment would prove a profitable one. Later other patients asked him about the company. While he was a little guarded in his remarks, he gradually allowed himself to be drawn into an approving attitude toward the investment.

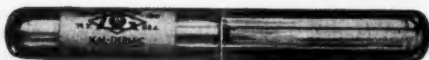
Then one day, a few weeks later, he was startled almost out of his office chair by seeing his picture in a broadside advertisement in the local paper. In ex-

travagant statements he was touted as one of the organizers of the new company, and his importance as a member of the "Advisory Board" was fully stressed. The innocent looking letter which he had signed when he accepted the post, was reproduced, his signature now confronting him like an accusing finger.

He was somewhat surprised to note that the letter included a statement to the effect that he had "made a full investigation of the company and its policies, and was glad to invest his own surplus funds in its stock."

His mind ran back over the events of the past few weeks. He remembered with some misgivings the patient who admitted a \$10,000 investment. He thought of his own \$500 subscription, for which he had given his note. Hurriedly he sent for the promoter.

It was no longer necessary for the promoter to operate secretly. His quarry was cornered. His fish was hooked. He could now



A New SKIN and TENSION SUTURE

D & G KAL-DERMIC

This new suture is non-capillary, heat sterilized, and of unusual flexibility and strength. It is non-irritating, uniform in size, and of distinctive blue color. All tubes are boilable.

DAVIS & GECK PRODUCTS

include Kalmerid Catgut Sutures, Atraumatic (intestinal) Sutures, Kangaroo Tendons, Unabsorbable Sutures, Short Sutures for Minor Surgery, and Emergency Sutures with needles. Information and prices on all D & G Products will be sent upon request.

DAVIS & GECK, INC. • 215 DUFFIELD STREET • BROOKLYN, N. Y.

The Standard Effervescent Saline *since* 1895



SINCE 1895 Sal Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalize the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend. We will gladly send you samples for professional use.

Sal Hepatica

MEMO to my assistant: Send to Bristol-Myers Co., 75 M West St., New York, for a professional sample of Sal Hepatica (gratis).

Name _____ M. D.
(Please enclose card)
Street _____
City _____ State _____

safely reel in. Boldly he showed that the doctor's letter had been reproduced in facsimile in every salesman's kit almost before the ink was dry. Then he displayed a list of those who had subscribed. It was like reading a blue book of his best patients. His attention riveted on one name, after which appeared three subscriptions for \$10,000 each.

"Why," said the doctor as he spoke his amazement, "that man is not worth \$30,000."

"No?" inquired the promotor. "Well, if he isn't, the bank down the street is out of luck."

Now it was the doctor's turn to be dazed. He was a director in the bank. The promotor insisted that everything had been open and above board. The doctor had been invited to join the company's official family, had invested in its stock, and his friends had invested in it. The notes they had given in payment for the stock had been discounted with the bank. Was there anything wrong about that? The doctor rather felt that there might be, but he found himself unable to register much of a complaint.

Later he dropped in at the bank. When he asked about the stock notes, the vice president invited him into the private office.

"I think we have made a rather advantageous deal," said the vice president with a tone of caution in his voice. "We have and we haven't bought these stock notes. At least we have not paid out any money on them."

The doctor looked a bit relieved.

"We have paid out no money on them," the vice president continued, "and we are handling them in such a way that, if it works out all right, the bank will never really have to pay out any money on them."

"You see the stock notes are due in eight, ten and twelve months. We have merely discounted the notes, and instead of paying out the cash we have issued our time certificates of de-

NATURALAX

**MORE
than just
"PSYLLIUM SEED"**

Although nothing has been added to the selected psyllium seed contained in the NATURALAX package, the NATURALAX trade name is your protection against impurity. Dust, twigs, sand, shell, fragments of leaves, small pebbles and other impurities are commonly found in ordinary psyllium seed. All of these are completely removed, and the seed is thoroughly cleaned by machinery developed for that purpose in the Lanman & Kemp laboratories. Not only is the psyllium seed in every package of NATURALAX of a superior grade and of uniform quality, but it is passed through several processes to safeguard the purity of this exceptional natural regulator which combines both bulk and lubrication.

Judge for yourself

We shall be glad to send you a full size package of NATURALAX—test it for its efficiency as a corrective for intestinal stasis—compare the clean, brilliant seed in the NATURALAX package with ordinary bulk seed, and you will know why NATURALAX means more than just "psyllium seed".

Address

LANMAN & KEMP, INC.
135 Water Street New York, N. Y.

NATURALAX

Surprisingly Economical

These

better vegetables for baby

ALL of each Gerber product that the mother buys is good. There is nothing wasted—nothing to be thrown away. Nothing lost in unnecessary packaging costs. Scientifically prepared—strained—and ready-to-serve, they represent the rich, wholesome parts of the choicest vegetables.

The Gerber Steam Pressure Process retains most of the rich vitamin and mineral salt values lost through oxidation or poured off in cooking water where ordinary cooking methods are used. Air is excluded from the Gerber products during the cooking and straining process.

No mother need deny herself, or her baby the advantages of the regular use of the Gerber products. The average baby will use from 3 to 5 cans each week. Ordinary vegetables in sufficient quantity to produce equivalent food value could hardly be purchased at the same cost—to say nothing of the time and expense required for preparation. Conveniently available to the mother at leading grocery stores and drug stores everywhere at 15¢ for the 4½-oz. can.



Of importance to the physician is the value of the Gerber products in providing variety, regularity, and uniformity in accurate lay observance of strict dietary regime. Packed without salt or sugar—to be seasoned by the mother as baby's doctor directs—the Gerber products lend themselves to use in the home in convalescent, diabetic, colitic or other special diets.

If your jobber can't supply you, write us direct.

GERBER PRODUCTS DIVISION, Fremont Canning Company,
Fremont Michigan. Dept. ME-5

☐ I would be glad to have a reproduction of the Gerber Baby Without obligation, you may send me samples of the Gerber Strained Vegetable Products checked below.

- ☐ Strained Spinach ☐ Strained Green Beans ☐ Strained Peas
☐ Strained Prunes ☐ Strained Tomatoes ☐ Strained Carrots
☐ Strained Vegetable Soup

Name _____

Address _____



Special 19 oz. size now available

Strained Peas - Strained Spinach - Strained Green Beans - Strained Carrots - Strained Tomatoes - Strained Vegetable Soup

Gerber's

STRAINED VEGETABLES



May we send you a Gerber Baby?

posit for the amount due your company, the certificates coming due in each case a few days after the notes for which they are given come due. Thus we will get our money from the notes before we have to cash the certificates.

"As the agent for your company said, the notes are really just deposited with us for collection, and our certificates are the receipts. The notes bear six per cent interest and the certificates three. Thus we get the difference in interest in addition to a very satisfactory discount."

"What if the note signers fail to pay?" blundered the doctor.

The banker's face turned cold sober. He looked the doctor straight in the eye. "The notes are good," he said slowly and distinctly—"why the first one we bought on this plan, doctor, was yours."

They knew the signers of these notes. What they did not know was that on that very day the promotor's agent was trying to peddle a hundred thousand dollars worth of the bank's certificates to Chicago brokers at a flat discount of fifteen per cent in addition to the interest they bore. And try as he would, he could dispose of but twenty thousand of them. Further, they did not know that the promotor and his lieutenants were planning to finish up and vacate the territory just before the first note fell due. They did not know that, under the guise of establishing branch offices throughout the country, the promotor was extending his stock selling operations and draining out the last dollar of the company's capital and surplus.

Before the notes fell due, the whole countryside was under the withering fire of stock selling organizations representing dozens of promotions. As land values went up and up, farmers and speculators signed more and more promissory notes. With the thought that all who were in good

UNIFORMITY IN DIGITALIS THERAPY

For six years the Cardiac Clinics of Greater New York have used tablets of standardized whole digitalis.

Tablets Digitalis

Standardized Whole Leaf

Lederle

were perfected as a result of this work.

Physician's sample on request

LEDERLE LABORATORIES

Incorporated

511 Fifth Ave.

New York

REVELATION TOOTH POWDER

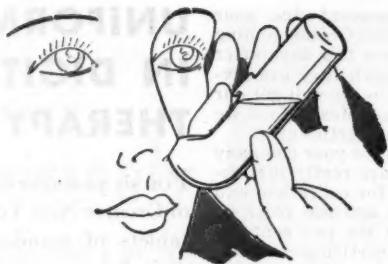


THE PRIMARY CAUSE of receding, bleeding and sensitive gums is GLYCERINE, and for that reason alone Revelation is never in paste form.

*Revelation
Corrects These
Ailments*

Send your professional card for full size can of Revelation and literature without charge.

August E. Drucker Co.
2226 BUSH STREET, SAN FRANCISCO



The one who said "Consistency, thou art a Jewel," must have had in mind how meticulous people are about oral hygiene and rarely if ever, give that "Port of Entry" for disease germs, the nose, an internal bath.

Normally functioning, the nose acts somewhat as a filter for the dust and germ burdened air of modern life; but when occluded with mucus deposit, it probably serves as a culture tube for germ propagation.

ALKALOL does not kill germs or tissue, but has decided pus and mucus solvent properties, with an added blandness that leaves delicate membrane cleansed, soothed and better able to resist germ invasion.

Equally efficacious in clearing the eyes of an infant after silver treatment, or in dealing with irritated or inflamed membrane of the adult body.

Try in your own eyes or nose.

The
ALKALOL
Co.
TAUNTON
MASS.

Mail the Coupon

ALKALOL COMPANY,
Taunton, Mass.

Gentlemen:

Please send sample of ALKALOL.

Dr. _____

Address _____

M. E. M

credit standing were getting richer and richer, the banks discounted the notes. An attempt was finally made to collect them, of course, but the day of reckoning brought bankruptcies and repudiations. An appeal was made to the courts, but here it was held that the banks were generally charged with knowledge of the frauds practiced by the promoters, and the banks folded up like bursted toy balloons. They were unable to repudiate their own certificates.

Why is it, you may well ask, that a company promoted as this one was promoted never succeeds? Even with the huge expenses of promotion, there should be something more than the par value of the stock left for actual operations. Why could not the shoe polish company have gone ahead, sold shoe polish, and, through the years, repaired the loss?

I think, in this instance, it could have done just that. But it didn't, and companies of this type never do. Making money from the sale of stock gets into the blood. Once a management is committed to the making and spending of so much easy money it never stops until the last dollar is gone. By the time the stock is sold, the capital is either spent or committed to plans that eventually dissipate it.

The company which formed the basis of this story went out by way of the bankruptcy route. Two years later the bank was taken over by the banking department and the receiver paid depositors twenty cents on the dollar.

Looking back on an experience of this kind, we are inclined to say that all the participants—the banker, the farmer and the doctor—at least all but the promoter, were just plainly foolish. That is because we are looking backward and the whole scheme is diagrammed for us, and because conditions now are so different.

[TURN THE PAGE]

HASLAM

Headquarters for Rustless Steel Surgical Instruments

All of which are made from
genuine "STAINLESS" STEEL.

NO PLATING

We are the largest manufacturers of this line in the United States.

1931 Catalog on Request

FRED HASLAM & CO., Inc.
83 PULASKI STREET
BROOKLYN, N. Y.

Supplied through Dealers only



Prove this at our Expense

We want you to prove to yourself the advantages of ephedrine hydrochloride exhibited in our water soluble jelly base. Notice how quickly and pleasantly Efedron relieves nasal congestion. Notice how patients appreciate the quick relief afforded.

Send for Free
Tube Today

.....
HART DRUG CORP.
12 N. E. Third St., Miami, Fla.
Send me trade size tube
EFEDRON free.

M. D.

The Alkaline Factor in the Treatment of Colds

The value of alkalization in the management of colds and other respiratory troubles is generally recognized in modern practice.

The question is
which alkali to use?

There are many good reasons for the preference shown for BiSoDol, prominent among which are its balanced formula, its quick effectiveness, unusual tolerance and palatability.

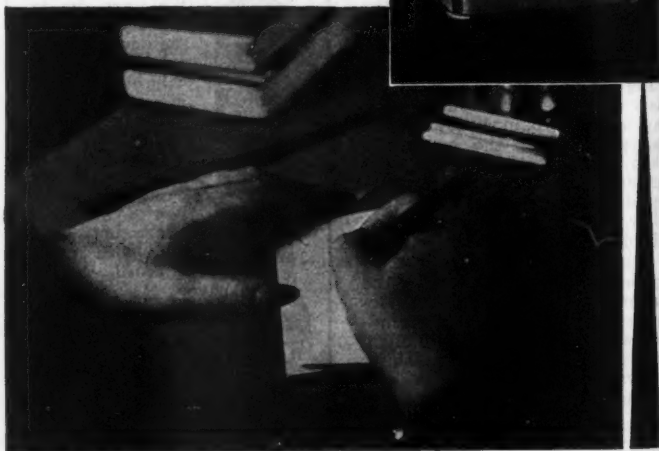
In the treatment of gastric hyperacidity, BiSoDol has demonstrated its value in affording "Quick Relief" to symptoms. Also indicated for its systemic effect in helping to control cyclic vomiting, the vomiting of pregnancy, post-anesthetic nausea, after alcoholic indulgence, etc.

Let us send you literature and clinical sample of this ethically presented prescription product.

THE BISODOL COMPANY

Dept. ME 5130 Bristol St., New Haven, Conn.

BiSoDol



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Rx

THE

Prosperous times will soon be with us again, and with them will come the inevitable promotor and his schemes.

These stories are told for the sole purpose of enabling us to recognize him a little more easily, that we may check-mate him at the start.

Everybody's Business

[FROM PAGE 39] acids, formerly transported in glass bottles or paraffined carboys, are now handled cheaply in rubber-lined cars. The glass butane and propane are now liquefied and carried by rail to points of nearest consumption. Most of the milk consumed in metropolitan areas is now hauled in glass-lined refrigerated cars of 6000-gallon capacity. Some of the milk delivered in New York City each morning comes from dairy farms near the Canadian border. The roles that will be played by tank and refrigerated cars in the decade just commencing will be of vital importance.

In time of great business depression many people develop a hopeless attitude of mind respecting the future. Shortly it will be disclosed how unjustified is this spirit of gloom.

Tremendous projects, held in abeyance by the current industrial readjustment, soon will be under way. Much bigger things are coming. For instance, in a few months we will have the

launching in this country of a giant dirigible equipped to carry five planes. In the case of this huge new mastadon of the air, it will be possible for the five planes with their pilots, observers and equipment to be pulled within the body of the giant craft, thereby removing all possibility of interference with the speed of the liner.

The work of thousands of scientific minds has continued with very little check. These researches and experiments, which have gone on practically unnoticed in recent months of anxiety, will soon be apparent in the growing significance of new trends. The ocean will be made to yield dozens of new values in the way of oils, iodine, calcium phosphate and durable leathers for the shoe and glove industries.

The infant plastics industry, just emerging from the business nursery, is certain to grow with astonishing speed. Millions of dollars worth of machinery will have to be created for molding, casting, stamping, drop-forging or rolling plastics products. Here is a business that has doubled each year and shows no signs of slowing up.

Articles made from cellulose, pyroxylin, casein, and natural and synthetic resins, either by chemical reaction or by the influence of heat and pressure in metal molds, will soon be numbered by the thousands. Included in the list will be dice, pens, wheels, furniture, buttons, safety glass, umbrella handles, radiotube bases, telephone and clock faces, automobile bodies, baby carriages, airplane propellers and spectacle frames. Upward of a

IN ACUTE CORYZA OR ACUTE RHINITIS

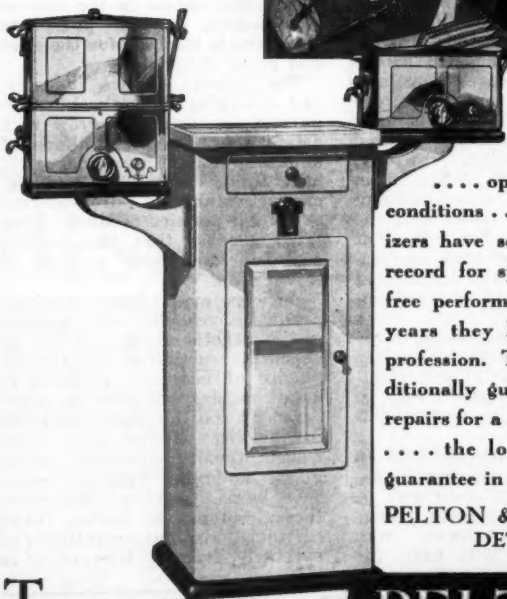
Rx PINEOLEUM

Reg. U. S. Pat. Off.

Samples and Literature on request.

THE PINEOLEUM COMPANY, Dept. M. E., 52 West 15th St., New York, N. Y.

Day in and day out....



.... operating under all conditions Pelton Sterilizers have set an unequalled record for splendid, trouble-free performance during the years they have served the profession. They are unconditionally guaranteed against repairs for a period of 2 years the longest sterilizer guarantee in the world.

PELTON & CRANE CO.
DETROIT

THE Lincoln Model may be purchased with an instrument sterilizer only, and a dressing sterilizer or water sterilizers may be added later. With 16-inch instrument sterilizer only, \$97.00. With 16-inch instrument and dressing sterilizers, \$157.00.

PELTON
ADJUSTABLE AUTOMATIC
Sterilizers

May, 1931

hundred million pounds of powder were molded into useful articles last year.

Such products are almost unbreakable and many of them are acid and heat resisting. Such industries as steel, wood and leather will soon find themselves in competition with corporations that make their products out of ingredients derived from coal, milk, dried blood, seaweed, sawdust and the soy bean.

A wonderful romance was enacted when a way was found to convert the cellulose of the lowliest weed into a pair of the sheerest hose. But what has already been accomplished with cellulose represents no more than a beginning. Here is one material free of the hazards of diminishing supply, for it will be available in unlimited quantity as long as the sun shines upon the face of the earth.

The value of hundreds of millions of pounds of pulp and cotton that will be consumed by the cellulose industry in the next few years will be multiplied more than a hundred times through conversion of the material into such things as lacquer solutions, artificial leather, handkerchiefs, shirts, cigar wrappers, safety films, building material, motorcar upholstery and a wide assortment of products retailed even in the ten-cent stores.

Let us dismiss the notion that the years immediately ahead will bring us a dearth of opportunities. How about the development of the vast resources in Alaska? What will be the effects on life and business of the utilization of rocky farms to produce a new variety of popular tree that will show 45 years of growth in 8; the wider use of flood illumination to make the sports industry a night business as well as a daytime occupation; the carrying out of programs of mass building in slum areas; the installation of apparatus to make ultra-violet rays available everywhere; the

Here

Is one of the advertisements of The Sugar Institute

THE advertisement reproduced here is one of the series appearing in publications throughout the country. In order to keep the statements in accord with modern medical practice, they have been submitted to and approved by some of the leading authorities in the field of human nutrition in the United States. The Sugar Institute, 129 Front Street, New York.

There is new
taste-appeal
In vegetable and
meat dishes



Salt does merely overcome the taste in meat and vegetables. When a dash of sugar is added, the natural flavor is "brought out."

seasoned with
sugar

Many of the nation's leading cooking authorities use sugar to season meat and vegetable dishes. The basic rule they follow is a dash of sugar to a pinch of salt.

Try this combination in making stews of meat and vegetables. Also try it in the preparation of vegetables. The result is particularly delicious.

In spinach, string beans, cabbage, peas and carrots.

By improving the taste-appeal of these essential foods you will find that there will be a greater desire to eat the quantity the system needs. Meat foods are more delicious and nourishing with sugar. The Sugar Institute, 129 Front Street, New York.

"Good food promotes good health"

The 3-day Wonder slows down

HE STARTS off all determination. Yes, sir—he'll take cod-liver oil, just as you prescribe.

And he *does*, for a few days. But time and time again, plain oil proves so distasteful that the patient's determination weakens. The 3-day Wonder falls down on his promise. First he starts skipping doses. Then he ignores them completely. And the doses he doesn't take can't help him a bit.

In Scott's Emulsion of Cod-Liver Oil, many doctors find a simple solution to this problem. For Scott's Emulsion is free from the disagreeable characteristics of plain oil. Emulsification makes Scott's Emulsion more palatable and more easily digested. The patient takes it—and goes right on taking it.

Scott's Emulsion contains calcium, too—an added advantage. Suggest it the next time you advise cod-liver oil.



Professional samples gratis!
Write on professional stationery to
Scott & Bowne, Bloomfield, N. J.

SCOTT'S EMULSION
OF VITAMIN-RICH COD-LIVER OIL

Pleasanter to take—Easier to digest

spread of centralized steam heating; the planning and completion of hundreds of water-supply projects; the perfection of planes that will rise vertically, making it possible to land safely on city roofs; the practical application of ice engineering; and dozens of other important developments such as the economic awakening of South America and Asia.

The revolution in office machinery and methods has hardly more than commenced. Present equipment in the average office will soon be rendered obsolete by new devices. We will have more durable and attractive paints and enamels and an endless variety of new materials possessing peculiar properties. Massive shapes of glass as structural units for outer and inner walls and partitions will soon be coming in for close attention on the part of architects and builders. The use of glass in the form of brick and hollow tile will increase rapidly and will necessitate the construction of large plants to turn out this kind of masonry.

Our chain-store industry will be entering upon another stage of development as soon as the sore spots resulting from the drastic deflation have been removed. Vending machines will have to be created by the thousands. They will handle big articles as well as little ones and will be designed to merchandise perishables.

Large manufacturers will use

these coin-in-the-slot robots to establish something similar to our chain-store system at small expense and without the handicap of expensive realty leases. Bargain sales will be carried on by these automatons by merely attaching a change-making device. Merchants will have show-window vending machines that will supply us with what we want when operated from the outside after closing hours. Banks are already using deposit machines for service after hours.

The great work of installing labor-saving devices will be accelerated. The creation of such things as the automatic telephone exchange has hardly more than begun. Our shipments of radio apparatus, electrical devices and agricultural machinery to foreign lands will be doubled in the years immediately ahead, thereby reaching the half-billion-dollar mark. Despite the fact that 83% of the motor-car travel of the world is done in cars of American make, the potential foreign demand for automobiles has hardly been developed at all. To bring the rest of the world up to our level in the use of motor vehicles would necessitate the continuous operation of all the automobile factories on earth on a full-time schedule for 15 years to supply the demand for a single year.

The new decade now commencing is a time of tremendous promise. It will bring more important changes than any similar period

Physicians Prescribe

BROMO ADONIS *in DISEASES of the NERVOUS SYSTEM*

Bromo Adonis No. 1

When symptoms of nervous irritability make their appearance, as in Hysteria — Nervous Indigestion — the Menopause — Insomnia, and as an adjunct in Petit Mal Epilepsy.

Check the preparation desired, for free sample

TUCKER PHARMACAL CO. (5)

Bromo Adonis No. 2

is used with lasting and satisfactory results in obstinate cases of Epilepsy and where a potent sedative is indicated.

221 E. 38th St., New York, N. Y.

in history. Such problems as the business cycle and unemployment will be brought under better control. Intensified rationalization will increase industrial efficiency. Many things classed as luxuries will come into everyday use—travel, education and enjoyment of art will be given increased attention and made available to more people. Yesterday was devoted to putting new geography on the map. Now our chief attention will be directed toward disclosing more new knowledge concerning physical laws.

Nothing is gained by exaggerating the possibilities of tomorrow. We need not worry over the consequences of breaking up the atom or making interplanetary flights. We may dismiss any notion that just ahead of us is a Workless Utopia. The merry chase after fallacies will go on, and many palliatives will continue to be mistaken for cures.

But let us get clear in our minds that business is all the healthier for recent months of housecleaning. Our farms, factories, ships, motors, railroads and supplies of gold are intact, and our people have not been incapacitated either physically or mentally.

We come now to a changed type of culture and a new order of adjustment. Production will be better fitted to consumption and a great deal more capital will be diverted to the development of infant industries. The tendency will be toward a policy of intensified regulation rather than a program of rapid enlargement and expansion.

Most characteristic of this new era will be the substitution of a psychology of adjustment for a psychology of expansion. The outcome will be a wider diffusion among the masses of our high standard of living.

Mount Vernon in Paris



Side by side with Burmese temples, Icelandic fisherhuts, and Syrian peasant shacks, artificial icebergs and jungle brush, at the International Colonial Exposition in Paris, May to November 1931, will be a full-sized replica of Mount Vernon, made exactly like the original in architecture, furniture, and decorations. The reproduction was built in pieces by an American manufacturer of ready-made houses.

Literature and Samples »

HITCH-HIKERS: A 56-page booklet on the hygiene of cleanliness, for distributing to children. Single copies to physicians on request. Write: Cleanliness Institute, 45 East 17th St., New York.

BROWN RICE RESEARCH: Comparisons of brown rice with other foods in vitamin content, with historical notes on the discovery of vitamins. Write: Comet Rice Company, 189 Franklin St., New York.

SPINTRATE: Samples and literature of this spinach concentrate are offered physicians by the Spinach Products Company of South Carolina, Dept. 5-31 M.E., Columbia, S. C.

GUPHEN: A concise folder discussing the action and indications of this new product is offered by Gane's Chemical Works, Inc., 43 West 16th St., New York.

A STUDY OF THE VITAMIN B CONTENT OF EVAPORATED MILK: A mimeographed report of researches by Thurston L. Johnson, University of Chicago. Offered to physicians by the Evaporated Milk Association, 203 North Wabash Avenue, Chicago, Illinois.

POWDERED LACTIC ACID MILK: Literature and samples are offered by the Merrell-Soule Co., Inc., 350 Madison Avenue, New York.

FACTS ABOUT A VITAL FOOD: A booklet describing Cocomalt, a food-concentrate in powdered form. Write: R. B. Davis Co., Hoboken, N. J.

DI-HYDRANOL: Control of intestinal putrefaction in man, by Veader Leonard, M.D., and William A. Feirer, M. D., reprinted from the Bulletin of the Johns Hopkins Hospital. Copies are available by writing Sharp & Dohme, Inc., Baltimore, Md.

HOW TO OBTAIN MAXIMUM SERVICE FROM HYPODERMIC SYRINGES AND NEEDLES: An instructive booklet on the sterilization, handling, usage, and proper selection for every clinical need, of these instruments. Write: Becton, Dickinson Co., Rutherford, N. J.

GLASS CONTAINERS: The physician will find much of interest in this bottle catalog published by the Owens-Illinois Glass Company, Toledo, Ohio.

SAMPLES OF PYRAMIDON: A bottle of Elixir of Pyramidon is offered physicians for clinical trial by the H. A. Metz Laboratories, Inc., 170 Varick St., New York.

PYRIDIUM: Literature on this product for urinary infection has been issued by Merck & Co., Inc., Rahway, N. J.

MEDICAL SCIENCE HARNESSES ONE OF NATURE'S RAREST FORCES FOR HEALTH: This booklet explains thoroughly the principles and application of "The Radium-ator," an apparatus for radium emanation. Write: The North American Radium Corporation, 300 Fourth Ave., New York.

PROFESSIONAL UNIFORM CATALOG: A catalog of Angelica garments for the medical office is offered by the Angelica Jacket Co., 1449 Olive St., St. Louis, Mo.

GERMANY

THE HEALTH CENTER OF THE WORLD

AACHEN

(Aix-la-Chapelle)

Hottest Sulphuric Acid Springs
in Central Europe

for the treatment of Rheumatism, Gout, and Sciatica. Finest bathing establishments with their own springs. Most modern and up-to-date equipment. Lovely forests. Golf and tennis. Riding and other tournaments. The culture and gaiety of opera, theatres, and concerts. Excellent hotels. Season all year!

BAD NAUHEIM

Near Frankfurt-am-Main

The World's Therapeutic Spa for
Heart and Vascular Diseases

Also for Gout, Rheumatism and Ailments of the Digestive Organs. Famous carbonic acidulous brine-thermae (about 90°F.). Various Baths in different degrees of temperature and strength. University-Institute of Balneology; William Kerckhoff Institute. Up-to-date treatments and every comfort. Fine entertainments. All sports. All-year season. A unique resort for real recreation and rest.

BAD HOMBURG

Near Frankfurt-am-Main

The Health Resort for Stomach
and Intestinal Disorders

Carbonic acid common salt springs. Natural Carbonic Baths. Homburger clay-mud fango packings. Famous Homburg diet. All-year season. Excellent hotels and sanatoria. Theatre, music festivals, and orchestra. All sports. Open air mineral water swimming pool. For Mineral Water apply to: Spa Products, 164 Fifth Avenue, New York.

WIESBADEN

on the Romantic Rhine

The most important international
Health Resort of Germany

World-famous Thermal Springs at 150°F. Treatments for: Rheumatism and Gout, Sciatica and other inflammations of nerves; disorders of metabolism; diseases of the respiratory and digestive organs. Wiesbaden Diet Cure. Notable performances at the Kurhaus and State Theatres. All sports. Open all year. Rhine steamers stop at Wiesbaden-Biebrich.

BADEN—BADEN

Black Forest South Germany
Europe's Health Resort
of Distinction

Radio-active Thermal Springs 154°F. Indications: Gout, Rheumatism, Neuralgia, Arthritis, and Catarrhs of the respiratory organs. Bath and Drinking Cures. Unrivalled bathing establishments. Treatments during entire year. Grape Cure in spring and autumn. All kinds of outdoor sports, with 18 holes of golf. Theatres, opera, and concerts.

BAD EMS

Rhineland

The only Acidulous Alkaline-Chloride
Thermal Waters in Germany

Indicated in the treatment of Catarrhs, Asthma, Emphysema, heart and circulatory disorders. For home treatment: Ems Water bottled in its natural condition at the springs. Natural Ems Salt and Pastilles. Obtainable everywhere. For these products apply to: Chas. von der Bruck, Inc., 61 Park Place, New York.

BAD NEUENHAHR

Rhineland

For Diabetes and Gallstones—
only Bad Neuenahr (say Noyenahr)

Best accommodations in the Kursanatorium or the Kurhotel. Only alkaline thermal springs in Germany. Drinking and Bathing Cures can be taken within the hotels because of direct connection with springs. Special Leaflet on Sanatorium. For Mineral Water apply to: Spa Products, 164 Fifth Avenue, New York.

WILDUNGEN

(On main line Hamburg-Cassel-
Frankfurt Railroad)

Europe's best-known Spa for the
Treatment of

Kidney and bladder diseases; uric acid diathesis; albuminuria. 24,000 visitors; 27 physicians; 20 hotels. For treatment at home: The famous Helenenquelle and Georg Victorquelle to be had through Chas. von der Bruck, Inc., 61 Park Place, New York, or Spa Products, 164 Fifth Avenue, New York.

Reductions to Physicians and their Families • Special Information for Physicians from Spa Products, 164 Fifth Ave., New York • Write for Illustrated Folders of these Resorts to:

GERMAN TOURIST INFORMATION OFFICE

665 Fifth Ave., New York, N.Y.

Tel. WI-ckersham 2-0224

Tours and Cruises »

FOR PHYSICIANS AND PATIENTS

1931 IN GREAT BRITAIN AND IRELAND: A 56-page time-table of events throughout this year, with a guide book of the British Isles. Write: The Travel Association of Great Britain and Ireland, 295 Madison Avenue, New York.

EUROPE ON WHEELS, INC.: You can now get a Drive Yourself car when you land in Europe, at remarkably low rates. A folder giving full information is offered by Europe on Wheels, Inc., 218 Madison Avenue, New York.

SUMMER IN NEW ENGLAND: A thick travel folder, full of New England's hotels, inns, and boarding houses, listed geographically, and with rates. For a copy of this helpful folder write: Boston and Maine Travel Bureau, North Station, Boston, Mass.

REDUCTIONS TO PHYSICIANS: Medical men and their families are accorded special reductions when traveling in the spa region of Germany. For illustrated folders describing this arrangement write: German Tourist Information Office, 665 Fifth Avenue, New York.

HAVANA AND MEXICO: Schedule of sailings, fares, and all-expense tours are included in this folder issued by the Ward Line, Pier 13, East River, New York.

LAND AND WATER TOUR: From Halifax or Boston through the canal to San Francisco and Van-

couver, stopping at Havana, Panama, and Mexico. For the descriptive folder write: Canadian National Steamships, 673 Fifth Avenue, New York.

HOW TO PLAN A VACATION: A booklet which is helpful no matter where you want to go. For a copy write: Chicago and Northwestern Railway, 475 Fifth Avenue, New York.

POST CONVENTION TOURS: Here are some trips through northern Europe, for those attending the Rotary International Convention this summer. Write: Bennett's Travel Bureau, 580 Fifth Avenue, New York.

VIKINGLAND VACATIONS: Itineraries and practically all the information necessary for traveling comfortably in Norway. This folder is offered by the Norwegian Government Railways Travel Bureau, 342 Madison Avenue, New York.

TRIANGULAR TOURS: If you want to get South America and Europe in on one trip, write for this folder, which comes from Munson Line, 67 Wall St., New York.

ENGLAND AND WHY: To your collection of literature on Great Britain add this booklet issued by the Great Western and Southern Railways of England, 505 Fifth Avenue, New York.

[TURN THE PAGE]



HIRES ROOT BEER

MAKE THIS TEST AT OUR EXPENSE

FREE

DOCTOR,
ask your
own family
how it likes

40 BOTTLES OF HIRES ROOT BEER

MY father and I have always appreciated the friendship of the medical fraternity toward Hires Root Beer.

Over 50 years ago, when father started to make Hires Root Beer, he sought the good-will of doctors.

I'd like to have *you* and your family get acquainted with our beverage.

I'd like you all to know its delicious flavor, its distinctive taste.

No beverage is finer. Hires Extract contains the percolated juices of roots, herbs, barks and

berries. It is utterly free from artificial color and flavor.

In addition to appealing flavor and purity, there is distinct economy. In a few minutes your wife can make 40 bottles of Hires Root Beer at a cost of only 1½¢ a bottle. Compare this to the usual prices you pay for bottled beverages—what a saving!

I'll be delighted to send a free, full size bottle if you'll mail me the coupon below. Please give *home*, rather than office address.

C. E. Hires

President

The Charles E. Hires Company,
Dept. M.
Philadelphia, Pa.

33-5

Kindly send free bottle of Hires Extract.

Name

Street

City..... State.....



NAMES AND FACES AND PEOPLE AND PLACES THAT REFUSE TO BE FORGOTTEN: A long title heralding one of the most unusual pieces of travel literature we have ever come across. Look it over with the compliments of the Dollar Steamship Lines, Robert Dollar Bldg., San Francisco.

ALONG THE UNION PACIFIC SYSTEM: Keep this folder in your lap, as you ride from Omaha west, or vice versa. Write: Union Pacific System, Omaha, Nebraska.

VIENNA AND LOWER AUSTRIA: If you are attending the Second International Hospital Congress at Vienna, from June 8 to 14, 1931, write for this booklet published by the Austrian Tourist Information Office, 400 Madison Avenue, New York.

INDIA AND BURMA: 98 pages full of information useful to the traveler in India. Write: India State Railways, 342 Madison Avenue, New York.

TRAVEL: This is practically a mail-order catalog of travel, listing trips everywhere by all lines, at all prices. Write: George E. Marsters, Inc., Prince George Hotel, New York.

SAILING SCHEDULE: A schedule of Grace Line sailings, to Panama, Colombia, and the South American West Coast, is offered by the Grace Line, 10 Hanover Square, New York.

TRAVEL IN SOUTH AFRICA: This is a 333-page bound book, which, we understand, is offered gratis, by the South African Gov. Offices, 11 Broadway, New York.

CARLSBAD CAVERNS: All about this national monument in New Mexico, and how to get there. Write: W. J. Black, A. T. & S. F. Railway System, Chicago, Ill.

NIAGARA FALLS, WINTER AND SUMMER: The old honeymoon resort is still majestic, as this folder proves. Write: New York Central Lines, 466 Lexington Ave., New York.

WEST INDIES CRUISES: A 40-page booklet on the islands of Porto Rico and Santo Domingo, including information on some eleven-day all expense cruises. Write: The New York and Porto Rico S. S. Co., Foot of Wall St., New York.

BEAUTIFUL CAVERNS OF LURAY: Luray is said to contain practically every variety of cave formation. A descriptive folder is issued by the Luray Caverns Corporation, Luray, Virginia.

CITRIN CAPSULES

(REGISTERED TRADE MARK)

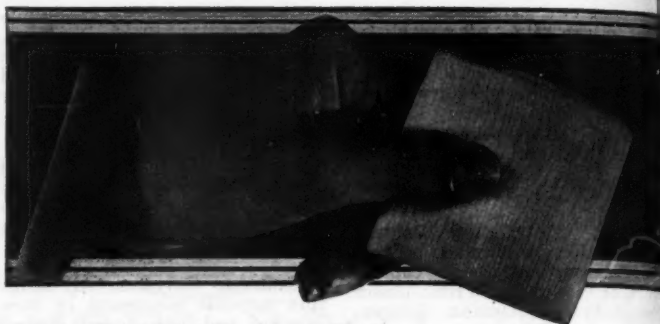
INDICATED in the treatment of High Blood Pressure.

NATURE OF DRUG: A Glucoside from Watermelon seed.

PHYSIOLOGICAL PROPERTIES: A vasodilator slow in action, prolonged in effect. Non-toxic, non-cumulative and shows no tolerance.

TABLE ROCK LABORATORIES, Inc.
Greenville, S. C., U. S. A.

Samples and Literature
on Physician's request.



MACHINE MADE READI-PADS

—in sizes that save you time
and trouble.



BAY'S READI-PADS will do their own talking if you will send for an inspection sample. They are machine-made and sterilized, available in the sizes you use regularly—and manufactured from Bay Gauze, every yard of which is an example of scientific manufacture.

The professional packages are as follows:

18x36 inches	10 Read-i-pads
(5 yards)	per box \$.65
12x36 inches	15 Read-i-pads
(5 yards)	per box .68
6x36 inches	30 Read-i-pads
(5 yards)	per box .70
6x36 inches	100 Read-i-pads
	per box 2.00
4 1/2 x 36 inches	40 Read-i-pads
(5 yards)	per box .80
6x18 inches	60 Read-i-pads
(5 yards)	per box 1.10

THE BAY COMPANY BRIDGEPORT, CONNECTICUT

THE BAY COMPANY, BRIDGEPORT, CONN.

M. E. S.

Gentlemen: Kindly send me free sample of BAY'S READI-PAD.

Doctor.....
Street & Number.....
City..... State.....
Surgical Dealer.....

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State Medicine

[FROM PAGE 13] than a chance intelligently to serve his fellowmen in return for reasonable compensation?

To serve intelligently a physician must be able to practice modern medicine as taught and practiced respectively in the outstanding schools and hospitals. Scientific medicine with its emphasis upon prevention requires harmonious cooperation of all agencies and beneficiaries together with authentic personal and statistical records. It demands the removal of certain impediments to efficiency and facility inseparable from individualistic medical practice. Those confronting the doctor are:

1. Uncertain and irregular hours of work impairing his health and shortening his life.
2. Variable income jeopardizing his financial security.
3. The business management of private practice.
4. Late marriage at an age of lessened plasticity and nervous reserve.
5. Temptations to disregard the priority of the patient's welfare.

Those pertaining to the people are:

1. Lack of faith and confidence in the profession arising out of the prevailing perplexing status of medicine.
2. Monetary considerations due to the indefinite or burdensome costs of medical care.

So difficult is the practice of medicine, especially nowadays, that the elimination of these anxieties and embarrassments would immeasurably benefit not only the laity but also the profession.

Under a centralized medical system the doctor becomes an inanimate part of an organization imbued with *esprit de corps*.

[TURN THE PAGE]

Staphylococcic Infection Combated and Aborted with a Purified Metallic Tin

THE French investigator, Frouin, has amply demonstrated the possibilities of metallic tin in the treatment of boils, furunculosis, carbuncles, pustular acne, and similar conditions.

There is one obstacle to successful treatment, however, and that is the difficulty of obtaining metallic tin freed from the usual associated impurities (arsenic, antimony, and other metals) which, when present, lead to deleterious effects.

This objection has been definitely overcome in the research laboratories of Flint, Eaton & Company, where especially prepared tin of chemically pure standard has been developed for clinical use under the name

STAPHYLOX CAPSULES

Staphylox Capsules present the original Frouin formula, as follows:

Stannum C.P.	1.91 gr.
Stannic oxide	0.33 gr.
Amylum	1.68 gr.
Sucrose	0.56 gr.
Lactose	2.53 gr.

Packed in bottles of 50, which is sufficient medication for the average use.

Write for full literature and a clinical sample of Staphylox for test.

Have you received your copy of the new booklet "The Treatment of Hemorrhage", which tells how to use Ceanothyn—the coagulant for oral use.

Flint, Eaton & Company

Laboratories

DECATUR

ILLINOIS

For the well Baby

KLIM assures the most important milk factor—SAFETY

MOST physicians agree that cows' milk, properly modified, will satisfactorily feed most infants—*provided* such a milk is *clean* and *safe*. The selection of an absolutely dependable milk supply is therefore the most important single factor in the feeding of well babies.

Klim is such a milk—it is 100% *safe*. Its bacteria count when reliquefied is less than 3,000 per cubic centimeter and compares favorably with the best certified milk obtainable.

And Klim is *clean* milk. The makers of Klim do not leave its purity and safety to pasteurization alone. Every operation in the handling of the milk from the cow until the powder reaches the tin is guarded to insure utmost hygienic conditions.

Klim, then, because of its *cleanliness* and *safety* is the milk of choice for well babies.

Literature and samples sent on request

MERRELL-SOULE CO., INC.

Dept. ME, 350 Madison Avenue, New York



Recognizing the importance of scientific control, all contact with the laity is predicated on the policy that KLIM and its allied products be used in infant feeding only according to a physician's formula.

KLIM

POWDERED WHOLE MILK

INSURE THE GROWTH CURVE—PRESCRIBE KLIM

He is stimulated to do his best and to improve himself by rivalry with those of equal rank, by the supervision of those above him, and by the example he sets for those below him.

He is afforded an opportunity to rise to positions of increasing responsibilities which permit the exercise of executive ability and matured judgment, and which enable him to escape the drudgery and routine details that cling to private practice.

Adequate financial compensation under state medicine must take into account the capital investment in a medical education, which by its length and rigorousness weeds out nearly all the unfit.

The pay schedule of the Navy does more than this as shown by the actual experience of a regular naval officer commissioned in 1898 after graduation from an excellent medical school and training as an interne in metropolitan general and obstetrical hospitals. He had an opportunity nearly twenty years later when he was stationed in the city where he had prepared for his career to renew the friendship of his former associates who had meanwhile attained prominence in the local hospitals and medical schools. *He discovered that, though he had been dependent wholly upon his salary and was as generous and charitable as they, he was just as well off fi-*

nancially.

And why? Because he enjoyed a steadily increasing net income with no business expenses, no health or accident insurance premiums, the minimum life insurance, and no retirement fund! Moreover, he had been favored with a healthful and comfortable life, had been able to meet his family and social obligations, and was assured of a serene old age. What more does anyone who knows life as a physician seek? What more need society offer?

Even those who might prefer to pursue private practice among the rich and fastidious would be benefited indirectly by state medicine because it would save them much time and energy now consumed by non-paying patients.

At a time when some doctors, not all worthy, have too much to do while others, quite worthy, have too little to do; when many members of the profession in active practice have to live in cheap apartments while many past middle age dwell in tenements or working-men's cottages; when widows of most physicians dying even at the height of their careers are forced to work for their subsistence or else for their accustomed comforts, while a disgracefully large number of the profession die indigent, is it not true that state medicine founded upon the Bureau of Medicine and Surgery of the United States Navy should be acknowledged by all

MICA JAH S WAFERS
FOR LEUCORRHOEA
ASTRINCENT
DECONGESTIVE
SOOTHING AND
EASY TO USE
MICA JAH S RECTAL
SUPPOSITORIES
SEND FOR SAMPLE

MICAJAH
and
COMPANY

194
Conewango
Street

WARREN
PA.

Descending Treatment for Ascending Gonorrhea

With the first appearance of discharge in gonorrheal infection, prescribe Mallophone orally. Its descending action mitigates ascending infection.

Mallophone

Administered orally, this genito-urinary antiseptic—an azo dye which has great penetrating power—readily enters into the cells of the genito-urinary system. There it exerts a specific bacteriostatic action without disturbing the normal functions of the cells. It also produces a sedative effect and aids in the healing of denuded areas. The elimination of Mallophone by the urine tends to limit the possibilities of upward progress of gonorrheal infection.

Give your patient the benefit of early treatment with Mallophone.

Write for booklet giving complete information.

Mallinckrodt Chemical Works

Med. Dept. 32.

Second and Mallinckrodt Streets,

St. Louis, Mo.

PRUNOIDS

A lack of secretion in the intestines is one of the principal causes of chronic constipation. Prunoids given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each), Cascara Sagrada, DeEmetinized Ipecac and Prunes.

Gentlemen:

Please send me a professional sample of PRUNOIDS.

Dr.

Address

* Samples to Physicians Only

**Sultan
Drug Co.**

*Saint Louis,
Missouri*

May, 1931

123

earnest doctors, not as a bogey deserving attack, but as a welcomed boon, insuring their economic stability, promoting their health, prolonging their lives, and augmenting their happiness?

Clinic Management

[FROM PAGE 27] sician, surrounded by his assistants as priests of the temple, carried on the practice and sought by certain laws or oaths of allegiance or fealty to perpetuate the cult and regulate its activities.

An example of this is the oath of Hippocrates, which served as the only guide to ethics until 1807, when Percival of Manchester, England, published his code. This code has influenced all subsequent writing on ethics. Even the American Medical Association code of ethics is largely modeled on Percival's code. It would be difficult for us to have any adequate conception of the kind of medical practice that existed in Europe even less than 100 years ago. America has been more fortunate in being spared the worst phases of this largely through the leadership of such men as Benjamin Rush, Morgan, Beaumont, Shippen, and others.

We need but turn back the pages of medical history only a little bit to learn what would develop were we to permit advertising individually in the lay press. The English papers of only a century ago carried the most amazing medical advertisements. The usual method was to announce oneself as the physician of some nobleman and then tell the world all about the wonderful cures one had made. Modesty was not an outstanding virtue if one is to judge from the professional copy of that day. If such advertisements attracted

In Anemia PEPTO-FER

Assimilable

Chloropeptonate of Iron

A tonic and flesh builder, prepared according to the original formula of Dr. J. Jaillet, Paris.

A Digestive: Its peptone facilitates digestion, and it is very easy to assimilate as the iron is rendered organic by the peptone. It does not constipate.

Agreeable to the taste: Being free from the styptic flavor of most iron preparations Pepto-Fer is very palatable. It does not blacken the teeth.

DARRASSE Frères, PARIS

Samples on request from

E. FOUGERA & CO., INC.

41 Maiden Lane • New York, N. Y.

Try This At Our Expense



Efemist, because of the water soluble base and tissue fluid soluble active ingredients, affords maximal ephedrine action.

Efemist does not irritate. Patients appreciate the pleasant relief afforded.

We want you to prove to yourself the efficacy of Efemist.

Send for Free
Bottle today.

HART DRUG CORP.,
12 N. E. Third St., Miami, Fla.
Please send me free bottle of
EFEMIST.

M. D.

CALCIUM---

"Besides the universal need of calcium for framework and for the upbuilding of the cells, great importance attaches to it for the excitability of the cells, and those of the heart muscles require calcium especially. The activity of the kidneys is known to be very closely related to the calcium content of the body, and it is also known that in certain diseases of the heart and kidneys excess doses of readily assimilable calcium exert an especially healing influence."

BUFFALO MINERAL WATER

A NATURAL
ALKALINE
DIURETIC
ELIMINANT

A PURE
DELIGHTFULLY
PALATABLE
WATER



FORMERLY CALLED BUFFALO LITHIA WATER

The above quotation is from the pen of Dr. Oskar Baudisch of Yale University, and we submit it because Buffalo Mineral Water contains a notable amount of the acceptably important element Calcium in readily assimilable form.

Recognizing as we do that it is the professional privilege of the physician to diagnose according to his own judgment and prescribe after careful analysis of the facts in each individual case, we print on the label:

FOR SPECIFIC USES CONSULT YOUR PHYSICIAN



In order that physicians may be informed of the results of a century or more of medical experience in its use we have prepared a Brief Résumé of Information Relative to Buffalo Mineral Water. We will be glad to send a copy of it to physicians on request.

VIRGINIA BUFFALO SPRINGS CORPORATION,
Buffalo Springs, Virginia.

Please send me the Résumé mentioned above.

M. D.

patients, then the least competent and most illy prepared would perforce advertise since they could not compete on merit. And further, if patients are to be gained by advertising, the necessity for exerting oneself to do much for them would scarcely exist. One would get his patients by what he claimed, not what he did. If one receives his patients as a result of competent service to others, the reward then is for him who serves best rather than the one who brags loudest and in this way is the patient and public protected from incompetency.

There is nothing inherently wrong in advertising. There is no reason why a well prepared competent doctor could not advertise and still give honest competent service. The peculiar thing is that it does not work out that way. I doubt if any of the advertising doctors started out to be dishonest. It is human nature to follow the line of least resistance. Such a man soon finds that it makes no difference on the number of patients he receives if he gives good service, poor service, or no service at all. Their new patients are not sent to them by satisfied patients. Their new patients come to them from reading in the paper their own extravagant claims.

The practice of the Art and Science of Medicine has experienced tremendous changes even in my short lifetime. One of my

earliest memories was that of Dr. Bell. He was quite typical of the physician of his day. He was a portly man, short and stout. His magnificent whiskers lent dignity to his stove pipe hat and Prince Albert coat. This sartorial tripod, as I see it now, was really his chief stock in trade.

In those not far distant days the practice of medicine meant the practice of the healing art in all its then known branches by one man. The sum of medical knowledge was not so great and the average student in a few months of lectures was expected to master the science sufficiently to enter the practice. Such limited knowledge was not adequate to clothe the practitioner with the dignity that the broader knowledge of medicine today exerts in its great scientific achievements. In a measure the practitioner had to clothe himself as did Dr. Bell to cover the deficiencies of his knowledge.

For many years following this period the increasing store of scientific medical knowledge could still be mastered by one man. It was only in the past 20 or 25 years that Specialism had to be resorted to in order to have available the necessary help. This age of Specialism has developed so rapidly that in the past 10 or 15 years the sick have had to travel from doctor to doctor to have their multiple pathology treated.

[TURN THE PAGE]

FOR INSOMNIA

An ideal agent, for the rest it produces is refreshing and is not followed by depression or other disagreeable after-effects.

BROMIDIA

(BATTLE)

With a minimum dosage a full sedative influence is exerted.

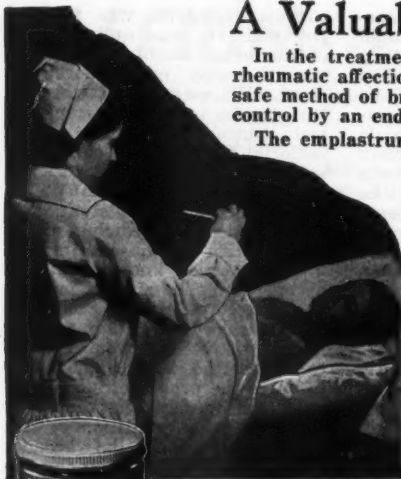
BATTLE & CO.

Chemists' Corporation, St. Louis, Mo.

A Valuable Adjunct

In the treatment of colds, respiratory and rheumatic affections, there is an effective and safe method of bringing fever and pain under control by an endermic method.

The emplastrum



Numotizine

acts as an antipyretic and analgesic. But it offers these definite advantages over oral administration:

CONTROL—can be removed when desired result is obtained.

TOLERANCE — avoids danger of gastric upset.

Let us send you a jar for a test.

NUMOTIZINE, INC.

900 North Franklin Street, Chicago Dept. M. E. 5

SANMETTO

A Requisite in the
General Treatment of . . .

URETHRITIS—CYSTITIS and PROSTATITIS

Best tolerated and quickest to reduce
INFLAMMATION and PAIN

OD CHEMICAL CO., 61 Barrow St., New York, N. Y.

Gentlemen: Please send by prepaid post a physician's sample
SANMETTO.

Name.....M. D.

Address.....

May.

This
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serve

This resulted in certain undesirable conditions. It increased the expense. Each specialist developed a strong disposition to find his own specialty in every patient. Traveling as the patient does from office to office of specialist and specialist, there is no one place where all the special information can be collected and valued in comparison with the patient's chief pathology. In this way it is more or less an accident that the most important be selected for treatment. In the old days the general practitioner could do all this as well as anyone, that is, no one could do very much then, but what information was obtained was kept in one office and the selection of the major pathology and the therapy was made and given with the mind single to the one great purpose of giving the patient the one thing he needed most.

One criticism of independent specialism is this—the inquiring patient has no way of knowing what kind of specialist he should consult. He may be fortunate in his first selection, but it often happens he is unaware of his major disease. His most annoying symptom is his usual guide. I recall a patient whose symptoms were bladder symptoms, but whose disease was fibroid tumor of the uterus. The patient would have been perfectly satisfied to have received bladder treatments for quite a while and that would have been the procedure in many offices. Clinic organization is such that this sort of patient is immediately referred to the proper specialist to the great benefit of the patient and the patient's purse.

The centrifugal action of independent multi-specialism makes the benefit of consultation difficult to obtain. The clinic, or group, is in a measure the effort to secure for the patient the benefits that accrued from having one physician and still preserve for him the benefit of spe-

Cystogen

Particularly
in Warm Weather

Cystogen
is Effective

Patients are troubled greatly with Cystitis during the warm spell, due to the changed condition of the urine,—it is scant, deeply colored and heavily loaded with solid waste.

And physicians have found CYSTOGEN the effective urinary antiseptic for treating Cystitis.

Cystogen is a great normalizer of bladder and urethral infections and an unsurpassed clarifier of cloudy urine.

Not only in Cystitis, but for Pyelitis and all diseases of the urinary tract, CYSTOGEN can be prescribed with full confidence of its effectiveness.

Complete literature
and samples gladly
sent upon request.

CYSTOGEN CHEMICAL CO.,
220 Thirty-sixth Street,
Brooklyn, N. Y.

Gentlemen:

Please send literature and samples
of CYSTOGEN.

Dr. _____

Address _____

M.E. 5-31

TWO HUNDRED YEARS AGO



REV. DR. STEPHEN HALES
(1677-1761)

IN 1732, to be exact, Stephen Hales measured the pressure in the femoral artery of a mare by connecting it with a glass tube 9 feet long, whereupon the blood mounted in the tube to a height of 8 feet 3 inches.

Now in 1931 awkward and necessarily inexact apparatus is out of date, and convenient clinical determination of blood-pressure is an every-day procedure. Cumbersome glass tubes and liquids likely to spill have been superseded by the instantaneously indicating and self-verifying Tycos sphygmomanometer.

Accept No
Substitute
for Tycos
Accuracy

Taylor Instrument Companies

ROCHESTER, N. Y., U. S. A.

Canadian Plant, Tycos Bldg., Toronto. Mfg. Distribution in Great Britain Short & Mason, Ltd., London

Blood-Pressure Was First Measured



At the bedside or in your office, the Tycos pocket-size instrument at all times gives you the correct blood-pressure, systolic and diastolic.

There are no errors due to oscillation, mercury lag or the effect of barometric conditions upon heavy liquids.

The Tycos dial tells you the truth with regard to your patient's blood-pressure.

The instrument you buy today will still be giving you good service in 1950. If you have an old Tycos, we shall be glad to give a liberal allowance. Consult your local dealer for terms or write to us direct. Be sure to mention the serial number of your Tycos.

Tycos POCKET TYPE SPHYGMOMANOMETER

cial knowledge easily obtained. The clinic can place a proper valuation on his multiple pathology, and it has become the present day prototype of the general practitioner of yesterday.

In the group clinic the ideal method is this: The patient is received by the internist, who calls for all consultations needed. From this mass of evidence, he secures a complete picture of the patient and his pathology. In this way the important major disease is discovered and the method of cure and who should give it is determined without the disturbing thought by anyone of who will get the pay. Trivial pathology unrelated to the major problem can be relegated to its proper place in the therapeutic plan. [CONTINUED IN JUNE]

Doctors Advertise?

[FROM PAGE 16] question the medical profession should ask itself seems to be, is the present state of public mind, the present attitude of people toward medicine, doctors, public health, conducive to the practice of medicine under the best auspices?

The direct object of any adver-

tising that doctors, or a doctor, might do is naturally profit, a larger practice, better fees, a more certain income. But in this as in many forms of commercial promotion the direct object is best obtained indirectly.

It is difficult, perhaps impossible, for a doctor in a printed public notice, or in any other way, to ask for patronage. But if he and his associates can by uniting use advertising to create a better state of mind toward doctors in general, and toward the practice of medicine, teach people how to discriminate between reliable and unreliable practitioners, and especially encourage them to make fuller and better use of the doctor's services, then such a plan is worth considering. The advertising a doctor should do would make the practice of medicine more profitable for all reputable practitioners, rather than merely reach out into the community and snatch a larger share of the practice now existing.

Cooperative advertising is the highest form of advertising. For instance, the orange growers of California wisely decided that it was far better to make more people eat oranges (or people eat more oranges) and all share in the larger market thus created, than to fight each other for the orange trade that then existed. The result was to raise the annual consumption of oranges

ANGIER'S EMULSION

BEING EASY TO TAKE—PLUS

- Its soothing effect on the respiratory areas
- Its regulatory action on the bowels
- Its improvement of digestion with its general tonic and strengthening stimulus

make it a most desirable and effective remedy for use by chronic invalids and during convalescence from any acute illness.

ANGIER CHEMICAL COMPANY

Boston, Mass.



Koken

LIFE-TIME CHAIR-TABLE

*The Chair with a
Life-Time Guaranty*

THE KOKEN GUARANTY

All of the castings on the Koken Life-Time Physician's Chair are guaranteed against breakage for the life of the chair. Should any one of the castings be broken, we will furnish a new casting, FREE OF ALL COST TO YOU. We also will replace worn parts at cost.

This guarantee does not cover the leather, which is subject to wear, and does not mean the replacement of castings on which the enamel is chipped.

PRICE \$150.00

Upholstering (Genuine Leather)

add \$15.00

Chromium Plated Trimmings

add \$10.00

Raises, Lowers, Revolves,
Reclines with a single
lever

Sold by Dealers only

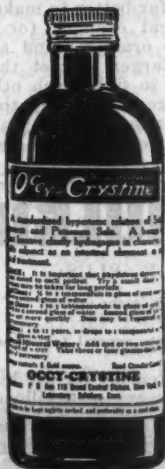
Koken Companies, St. Louis, Mo.

No. 556
Pat. and Pats. Pending

Therapeutically Correct
Occy-CRYSTINE

THE SATURATED SULPHUR

BEARING SALINE LAXATIVE.



An intra-luminal lavage is indicated periodically. This may be accomplished by the body's own fluids and the mechanical effect augmented through the detoxicant action of the available sulphur. Occy-CRYSTINE is both hydragogue, as well as sulphur bearing.

Liberal clinical trial supply, postage prepaid on request.

Occy-CRYSTINE CORPORATION M. E.
P. O. Box 118, Grand Central Station
New York, N. Y.

Gentlemen:—Please send me postage prepaid a clinical trial supply of Occy-CRYSTINE.

Name.....

Address.....

SEND
FOR A
SAMPLE

from 11 per capita to 67 per capita. Even a doctor will agree that eating oranges is not a bad habit.

I do not suggest anything so silly as that advertising will create more sick people, but it can create more patients. It can bring a larger percentage of the population under medical care, people now kept away by superstition, ignorance, procrastination and stupid dependence on self-medication. According to American Medical Association figures, there are about 83,000 general practitioners taking care of 120,000,000 people, or 1400 per doctor. The same authority finds that the average individual pays \$84 a year for medical attention. If that prevailed for the entire population, the general practitioner would average \$117,600. Few general practitioners have \$117,600 a year, and few have 1400 patients. But somewhere between these figures and what they now have is an attainable possibility if more people believed in doctors and used them as they ought to be used. There is no human being that does not require some medical attention at some time during his life. And this is all in addition to the great possibility, preventive medicine. The doctor's work should never be limited to curing folks. The bigger and more encouraging field is keeping well people well. If people really understood what it meant to keep well, all good doctors would be busy all the time. And then there is that vast section of people who are immune from doctors, who support the thousands of patent medicines, because they know no better. Advertising is used, shrewdly and ruthlessly, to sell them worthless remedies, and little is being done—nothing with the publicity of advertising—to sell them the value of a doctor's advice, the danger of prescribing for themselves.

The initial effort should be a

Combat PERTUSSIS

With the non-irritating, non-toxic colloidal solution of Bismuth which clinical tests have proved to be effective.

SODERSEINE

—lessens the intensity, frequency and duration of the paroxysm, arrests the vomiting, and diminishes the possibility of complications. The majority of cases treated with SODERSEINE have been cleared up within two weeks.

Write for literature to:

SODERSEINE COMPANY OF N. Y.

P. O. Box 6, Kensington Station

Brooklyn, New York

FREE BIG 6-Quart Sample MU-COL

An Aseptic
Prophylactic
Anti-Catarrhal
Anti-Febrile
Wash that
Guarantees
Post-Operative
Cleanliness

The effectiveness of Mu-col as an antiseptic wash is attested to by thousands of physicians who prescribe and use it for effectively cleansing the entire membranous area. Aids quick granulation. A saline-alkaline powder easily soluble in water. Superior for feminine hygiene. Indispensable in every physician's practice.

SAMPLE MAKES 6 QUARTS

MAIL COUPON NOW

MU-COL Co., Suite 325-T

Buffalo, N. Y.

Send sample of Mu-col, enough for 6 qts., FREE.

Name M. D.

Address

(Please attach coupon to letterhead)



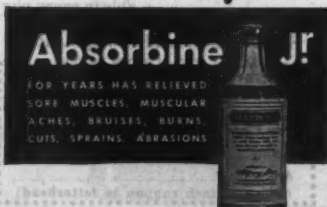
Interdigital ringworm spreads faster in Spring . . . check it with **ABSORBINE JR.**

INTERDIGITAL RINGWORM, which so many people now call "Athlete's Foot," undoubtedly infects more people as the weather moderates. They get around more. They take up pursuits which bring their bare feet in contact with damp floors. In locker- and dressing-rooms; on the edges of swimming pools and showers; in gymnasiums; *tinea trichophyton*, the ringworm germ, again infects countless persons. Those with a tendency to foot perspiration are subject to new attacks.

Absorbine Jr. helps check this

infection in a surprisingly effective way. Laboratory tests have shown that it entirely inhibits growth of the infective organism. And clinical results have verified this fact.

This is the time to give Absorbine Jr. a thorough try-out for ringworm therapy. Statistics show that "*half of all adults suffer from ringworm (of the feet) at some time.*" It is sure to come up in your practice. If you wish to test Absorbine Jr. just send the coupon for a sample. At all druggists—\$1.25 per bottle. W. F. Young, Inc., Springfield, Mass.



Absorbine Jr!

FOR YEARS HAS RELIEVED
SORE MUSCLES, MUSCULAR
ACHES, BRUISES, BURNS,
CUTS, SPRAINS, ABRASIONS

W. F. Young, Inc., 207 Lyman St.
Springfield, Mass.

Gentlemen: Kindly send me a sample of
Absorbine Jr. without obligation.

Dr.

Address.

collective one. Doctors can say as a body many things they cannot yet say as individuals. They know better than I what their message should be, what they would say to the country if they had the opportunity. I am merely proposing that it can be done, effectively as well as ethically. The advertising should aim at an increased use of the services of doctors. Instead of seeking medical advice only when sick, every family should have a permanent doctor whose chief concern would be to keep each member well, to preserve the health which they are blessed with at the start. Too few know the value of preventive medicine, of immunization, of regular examinations such as life insurance companies insist on. At present the doctor's influence is limited to his actual practice. Millions have no regular doctor. They hunt up a strange physician when a crisis comes. Even intelligent people sometimes know no competent medical man to whom they can turn.

Take dentistry as a concrete example. When I was a boy he was the last resort. When the pain could no longer be borne we went and had the tooth filled, or more likely had it out. Thus good teeth that might have been saved were sacrificed. Today we know that teeth are something more than tools to eat with. They have a profound effect on the general health. If my teeth had had the care when I was young

they have now I would probably have retained all of them and enjoy better health than I do. While increasing numbers now visit the dentist regularly, and especially are children taken to have faults corrected in time, the total percentage who take such precautions is still small. The only advertising done on oral subjects is that put out by the manufacturers of toothpastes, much of it misleading and false. Dentists have a god-given opportunity to spread the facts about the care of the teeth to the multitudes who are laying the foundation for serious trouble in the future, and at the same time greatly increase their own practices.

The same reasoning applies to aurists, otologists, oculists, and all other specialists. By "doctors" in this paper I mean all who have the care of the body. Each national organization would care for its own field, or for that matter, each local association can advertise in its own community. The value of advertising, however, is in its collective power. National advertising by a national medical association would be stronger because it would reach the whole country and be forming the national mind. There is enough knowledge today in medicine and surgery to greatly improve the national health, but much of it is unavailable to large numbers of people through ignorance, prejudice and financial limitations. There are people who

With the many thousands of cases of

TUBERCULOSIS

home treatment is absolutely necessary and prominent Physicians agree that we have no medicinal remedy equal to creosote.

Mistura Creosote Comp.

(KILLGORE'S)

Meets all the requirements of the creosote treatment. It is a palatable preparation and does not disturb the most sensitive stomach.

Sample and Literature on request.

CHARLES KILLGORE

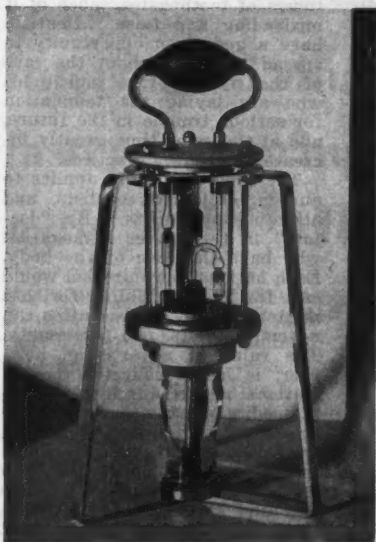
55 West Third St.

NEW YORK

THIS WE KNOW

Radium Emanation *has proved effective*

The RADIUMATOR



In increasing the excretion of an excess of uric acid.

In improving faulty metabolism.

In the ionization and oxidation of the blood.

In diminishing viscosity of the blood.

In normalizing blood pressure.

In increasing body-cell activity.

There are many other valid reasons why the RADIUMATOR fills a worthy place in the armamentarium of the physician.

A scientifically constructed and approved apparatus for imparting instantaneously a highly desirable therapeutic dosage of Radium Emanation to any potable liquid. Send coupon for interesting and informative booklet.

When difficulty is met in the treatment of stubborn Arthritis, Lumbago, Rheumatism or High Blood Pressure, or perhaps, an unyielding case of Arteriosclerosis, THE RADIUMATOR is a most helpful aid.

NORTH AMERICAN RADIUM CORPORATION

300 Fourth Avenue, New York, N. Y.

North American Radium Corp.,
300 Fourth Ave., N. Y. C.

Please send me your booklet "Medical Science Harnesses One of Nature's Rarest Forces for Health."

NAME _____

STREET _____

CITY _____

STATE _____

will not go to hospitals.

It seems to me a simple matter for doctors to begin advertising once they have made up their minds to it. It could begin with any medical association or society. As one principle must be to endorse each member of the association, it should be seen to that no doctor is admitted who does not have the confidence of all the members. One of the aims of such advertising should be that a stranger in a city should be able to find a doctor worthy of confidence. If the association is small, it would be worth while if the advertisement could include all the names, occasionally at any rate. Or the list could be printed in convenient form and distributed to drug stores, hospitals, hotels, etc. The idea is to create a body of medical advisers which can be offered with confidence to the public, to draw the line sharply between the accredited physician and all quacks, charlatans and others who prey upon the necessities of the sick.

Having made such a start, and some such plan is already in operation in some communities, the advertising should steadily present the idea of health, its desirability, the best means of keeping it, the importance of regular disinterested professional advice, the advantage to every family of a general practitioner, who will when necessary recommend surgeon, oculist, aurist, dentist or other specialist, all of whom will be a party to the advertising, equally responsible, and sharing in the greatly increased field of work developed according to their respective abilities.

No advertising will make doctors or any class of men equal. Some will always do better than others according to their natural talents. But advertising that raises the standards of medical practice in a community and creates a readier disposition to consult a doctor, will benefit every

WORLD FAMOUS SALINE ALKALINE APERIENT

CONTAINS

No

SUGAR



KUTNOW'S *Effervescent* POWDER

THE LANCET (London) Says:

"It (Kutnow's Effervescent Powder) is now recognized as a valuable addition to natural aperient medicines."

In cases of auto-intoxication resulting in acidity, acid indigestion, bad breath, irritability, sleeplessness--Kutnow's Powder is exceptionally efficacious.

For trial bottle gratis, write to

S. KUTNOW & CO., LTD.

121 Varick St., New York, N. Y.

Also makers of Kutnow's Anti-Asthmatic Powder and Anti-Asthmatic Cigarettes.

Do They Fear Debilitating Heat?

FOR those patients, obese and plethoric, or neurasthenic and depressed, who fear prostrating effects of heat, the inability to eat as much as they need—

R Gray's Glycerine Tonic Comp.

(Formula Dr. John P. Gray)

One spoonful with cold water or over cracked ice
half hour before meals—

Stimulates Appetite - - - Raises Strength

A sample to convince you if you wish

THE PURDUE FREDERICK CO., 135 Christopher St., N. Y.

[Compounders of HYPEROL]
A Utero-Ovarian corrective and tonic

PEACOCK'S BROMIDES

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of Peacock's Bromides than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

Gentlemen:

Please send me a professional sample of PEACOCK'S BROMIDES.

Dr. _____

Address _____

Samples to Physicians Only

**Peacock
Chemical
Co.**

*Saint Louis,
Missouri*

doctor practicing there, except those who have no right to practice anywhere.

If enough local associations initiate such a movement and persist in it until its results begin to show, it will be merely a matter of organization to make it national in scope. Then it will be possible to use magazines as well as newspapers, and take a broader and more interesting policy. The public needs to be told something of the doctor's life, of his place in the community, of the large amount of unselfish altruistic work he does without pecuniary reward, of facilities and treatments available.

Such copy can be made intensely interesting. Let doctors study the advertising of three quite different businesses now running, the Metropolitan Life Insurance Company selling an ideal of health, the Life Extension Institute stressing the advantages of periodic examination, and Parke, Davis & Company showing the dramatic aspects of the pharmacopeia. I do not mean that this advertising should be copied. But the spirit of it suggests what could be done to make medicine interesting and vital to the whole nation.

I would consider such work as I have outlined a stepping stone to the ethical advertising of individual physicians. The public mind would be prepared for such an innovation, and the hesitance and prejudice inside the profession worn down, so that in time a doctor could announce in the newspapers that he had commenced to practice in a community, what his hours were, that he was a member of the association and a contributor to the cooperative fund. He would describe the kind of practice he aspired to, whether general or special, give something of his experience, school, hospital, etc., all done in simple, direct, disarming language, which would carry

weight by its sincerity and conviction. But the time for this is not yet. There is a big job of publicity for the medical profession to do in setting the public right on its whole relation to the doctors in the community.

This is written, of course, without special knowledge of the practice of medicine, and it doubtless has flaws and faults that any doctor can detect. But it is written by an advertising man who believes that any human service that is worth while to humanity can be helped by the proper kind of advertising. It is right and sound in principle.

... when biliary
function LAGS



PLAIN... containing the bile salts, sodium glycocholate, sodium taurocholate with cascara sagrada and phenolphthalein.

COMPOUND... with digestive ferments and nux vomica.

Samples on Request

The Paul Plessner Co.
3538 Brooklyn Avenue
Detroit, Mich.

NORMACOL



The physiomedical laxative furnishes

Bulk PLUS Motility

Stimulates peristalsis, increases intestinal tonicity, and produces a smooth bowel evacuation free from discomfort.

It is the superior remedy in

CHRONIC CONSTIPATION

SAMPLES AND LITERATURE

SCHERING CORPORATION
110 William Street, New York, N. Y.

"Saddlebag Therapy"

was SOUND in theory and SATISFACTORY in results attained. Thorough knowledge, on the part of the doctor, of physiological actions of "natural" remedies, mainly of herbal nature, enabled the medical man to materially help his patients to resist or overcome morbid processes. The doctor who used *Echifolia*, knew, from observation what it will accomplish when properly used. The same is true of *Iris* and *Viola*.

ECHITONE

which combines the therapeutic virtues of these three herbal remedies, acts efficiently to oppose blood dyscrasia, sepsis and those depraved conditions, met with often during acute infectious disease, Pneumonia, Influenza, Rheumatism, the Exanthemata, Sepsis, etc., described as of "malignant" or "typhoid" type.

**PRESCRIBE ECHITONE AND PUSH TO FULL
PHYSIOLOGICAL EFFECT**

For similar reasons, and equally as well established, *Thuja*, *Pichl*, *Saw Palmetto*, *Triticum Repens* and *Hyoscyamus*, act as an efficient

CYSTO-SEDATIVE

in Cystitis, Prostatitis, Urethritis (acute or chronic), Urinary Incontinence, Strangury, Enlarged Prostate, etc.

Samples and literature concerning these well established products will be promptly sent to any physician on request.

Strong, Cobb & Co., Inc.

Cleveland, Ohio

ple and can easily be worked out in practice.

It is not really much more difficult than the problem that faces an advertising man when it comes to advertising himself. He too is a professional man. He sells, not goods, but brains, the contents of his head, his experience and his ability. He solves his problem in various ways, some of which are ethical and in good taste, and some are not. The doctor's field is a higher one because he is concerned with health and life, while the advertising man is concerned with property and goods. But that does not preclude advertising. It merely insists that the advertising must be in good taste.

Doctors complain of the tone and claims of much advertising being done that effects health or concerns remedies. They think the claims are too strong and even false, and sometimes they are. But they do nothing to counteract the effect of such advertising except in conversation with their patients. My dentist has told me things that should be broadcast to every human being who still has his teeth. Matters that are commonplace inside the medical profession would revolutionize the public health if known and believed by everyone.

The same thing holds in regard to news, the accounts of new discoveries, treatment for Bright's disease, tuberculosis, anemia, cancer, vitamins. Doctors say these accounts are misleading. But why have they not their own public forum where the people can learn the truth? They read papers to each other in their medical societies, but little of their conclusions reaches us outside who need to know it most.

Take just one instance of a constructive work, that of Dr. Cramp of the Journal of the American Medical Association dealing with worthless proprietary remedies, patent medicines and cures and treatments. Even in the almost confidential way it

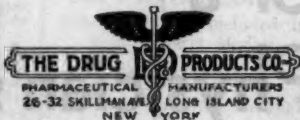
For Symptomatic Treatment of HYPERTENSION

Pending exact diagnosis and treatment of the underlying cause, prompt lowering of the blood pressure, unaccompanied by shock, is often necessary.

The combined formula of Sir Lauder Brunton and M. C. Thrush, M.D., Ph.M., is the result of careful study and long experience in the treatment of hypertension. This formula contains Sodium Nitrite, Potassium Nitrate and Nitroglycerin, for rapid yet prolonged vaso-dilatation, and Crataegus Oxyacantha, a most useful synergist to lower blood pressure.

A synergistic combination utilizing this valuable drug is supplied to the medical profession in Pulvoids Natrico. They are specially coated so as to insure passage through the stomach but to dissolve readily in the intestinal tract.

Dosage—1 to 3 Pulvoids four times daily as required.



- ☐ Special one-time offer—200 Pulvoids for \$1.00 cash with order.
- ☐ Send me free copy of "High Blood Pressure, Its Diagnostic Importance, Its Efficient Treatment."
- ☐ I dispense and want your free catalogue.

Name _____
Street _____
City _____ State _____



HYPERTENSION

Successfully relieved with

HAIMASED

(TILDEN'S)

An agreeable, non-irritating, aromatic solution representing $2\frac{1}{2}$ grains Sodium Sulphocyanate to each fluid dram.

(Sample and Literature to Physicians on Request)

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo.

The Diary of a Physician's Wife

A candid (and true) record of a young couple's adventures through that adventurous first year of practice, originally published as a serial in **MEDICAL ECONOMICS**.

Now in book form by popular demand of our readers. The perfect book for the reception room table. \$1— and remember, the edition's limited!

Medical Economics, Rutherford, N. J.

☐ I enclose check, money order or currency for.....copies of The Diary at \$1.00 each.

☐ Please send me.....copies of The Diary, C. O. D.

Name Address

i conducted it has done much good, but such information should be disseminated, and who has greater interest in such broadcasting than the doctors, who know how much harm such things do, and who would be financially bettered by turning the victims of false medicines to the advice and treatment of legitimate physicians.

Dr. Linsly R. Williams, director of the New York Academy of Medicine, makes the statement before a body of physicians, just as I am finishing this article, that 70,000 persons in New York City are continuously ill of chronic disease, causing a loss to the community of \$100,000,000 yearly. If Dr. Williams is correct, then here is a matter of 70,000 potential patients in New York who are not having the medical attention they should have. Here is one definite objective for advertising

to change a state of mind which keeps many of these sick people from availing themselves of treatment that is now obtainable.

If a program of advertising could be instituted, shared in and supported by every doctor in the country, general practitioner and specialist, not only would the incomes of doctors go up, but the cost of medical attention would go down. There are hundreds of thousands who should have a doctor's care who are not getting it, thousands who could have escaped elaborate treatment or operation if taken in time. Doctors should be paid less money but by more people. The entire United States should be under the care of competent medical men. The immense store of medical knowledge now available should be utilized by more people. The way to keep well is not through ignorance and luck, but by wise advice and knowledge.

In YOUR Service for 80 Years

Since 1851 Eimer & Amend drugs, chemicals, laboratory apparatus and scientific supplies have been accepted as the Standard of Quality by the medical and pharmaceutical professions.

From a single small retail store, the house of Eimer & Amend today occupies an entire New York City block where, in especially equipped analytical and experimental laboratories, skilled chemists and expert craftsmen constantly work in the interests of the physician; and where, in its tremendous store rooms, practically every known ingredient used in the compounding of medicines may be found.

The prestige of the house of Eimer & Amend is shared by the thousands of physicians or pharmacists who use its products. Are you among this number?

EIMER & AMEND

Est. 1851

Inc. 1897

Third Avenue, 18th to 19th Street, New York

3 Preparations

that should be included in
your Materia Medica

MYODINE

Useful in Tonsillitis, Laryngitis, etc.

IODOTONE

Valuable in ailments of respiratory tract.

PHOSPHORCIN

A valuable reconstructive.

Liberal samples of any or all
of these preparations
sent on request.

WE DON'T PRESCRIBE

...that's your job!

As cigarette manufacturers, we have no right to prescribe for human health. That's up to you physicians. Despite the many voluntary endorsements we receive, we never advertise Spuds to the public as a cure-all for colds, or throat and nose troubles.

If your patients need advice on their cigarettes, we prefer that you yourself advise them—on the basis of your own personal experience.

SPUD

MENTHOL-COOLED CIGARETTES

20 FOR 20¢ (U. S.) . . . 20 FOR 30¢ (CAN.)

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KENTUCKY

(Free Spud pack gladly sent to any physician upon request)

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A Home-Office Layout

[FROM PAGE 24] left of the waiting room, without entering either the treatment or consultation room.

The plan can be exactly reversed, so that it can be attached to either side of a house, where there is sufficient yard room for the wing.

Here is a key to the furnishings:

1. File
2. Doctor's desk
3. Chairs
4. Surgeon's sink
5. Sterilizer
6. Operating table
7. Table
8. Stool
9. Instrument case

10. Table for periodicals
11. Secretary's desk
12. Small stand
13. Sofa
14. Bookcase
15. Scales

The small circles in the center of the rooms indicate ceiling lights.

Note that the electrical connections on each side of the operating table in the treatment room show four wall plugs each. The difference in cost between these and single plugs is insignificant compared to their convenience later on.

Also note that the secretary's desk is so placed as to have her in a position to greet patients entering the waiting room, yet placing her in a direct line between the consultation room and the waiting patients. She is, in other words, in a central position enabling her to usher the routine of the office without unnecessary steps and bustle.

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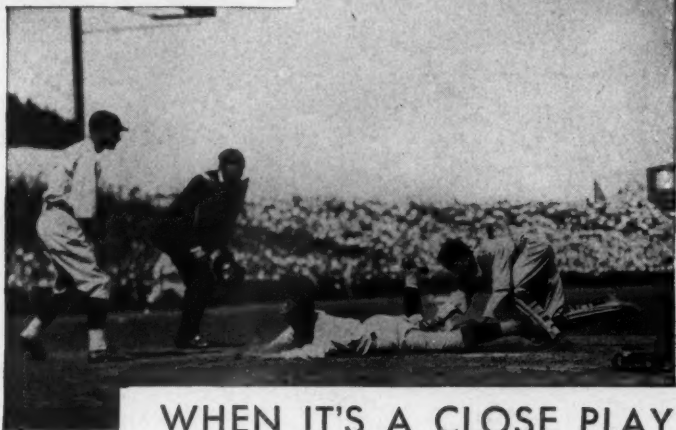
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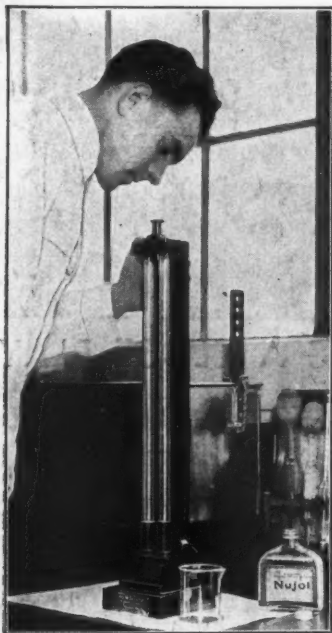
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